



My Portfolio

Social Media Manager

Ikupolati Bunmi Gloria



ABOUT ME

I'm a results-driven Social Media Manager and Customer Service professional with hands-on experience in content creation, digital strategy, building sales funnels, defining customer avatars, and running paid ads to boost brand visibility and conversions.

I've worked with tools like Canva, Meta Business Suite, Google Ads, Mailchimp, and WhatsApp Business to drive growth across social platforms. I also manage Pureresin and Ankara wears collection combining digital marketing with fashion and art to build a customer-focused brand.

EDUCATION

- 2018_2023 | University of Abuja
- B.sc.(Ed) Economics

CERTIFICATION

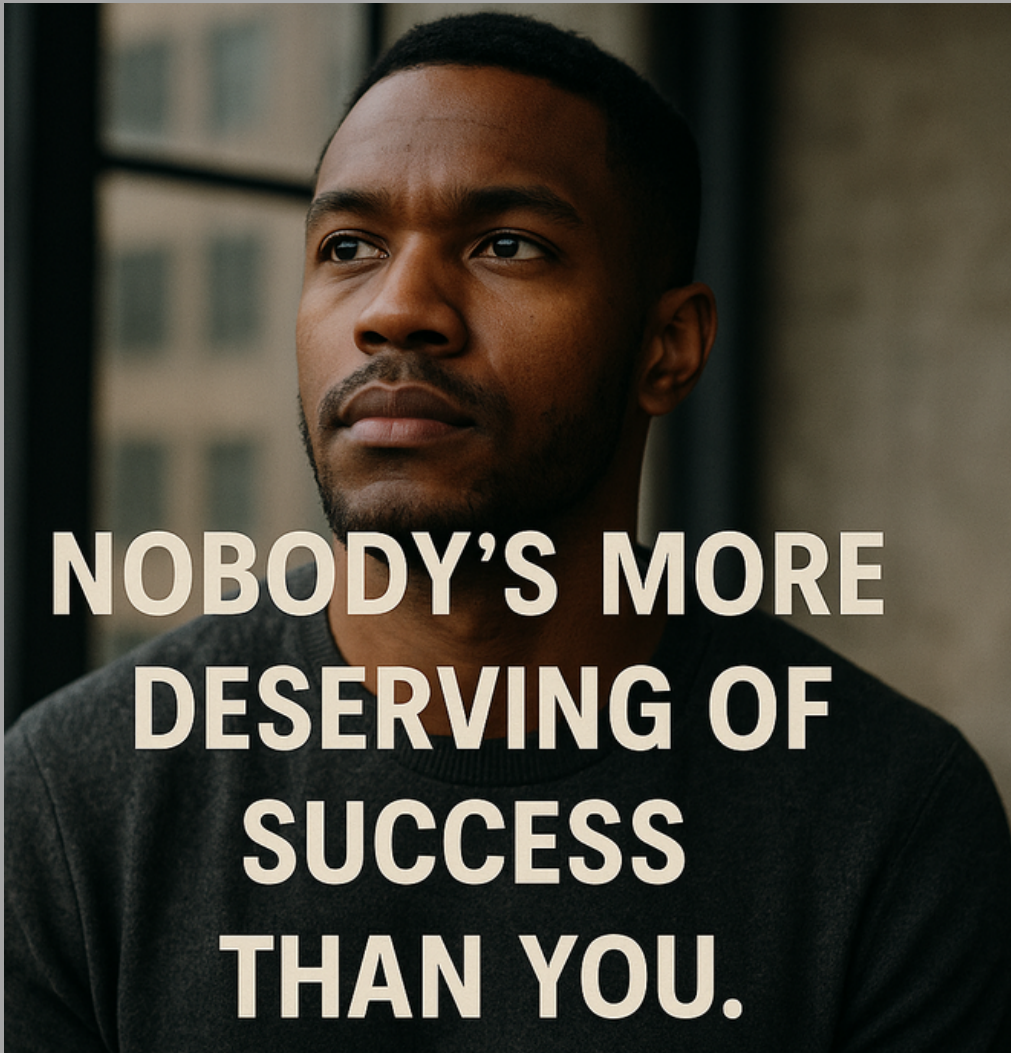
- 2025| Digital Markerting Skill Institute
- Social Medial Management and Advertising



MY GRAPHIC DESIGNS



There's more
to digital
marketing
than just posting
on social media.



NOBODY'S MORE
DESERVING OF
SUCCESS
THAN YOU.

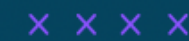


*Pure resin & Ankara wears
collections*



*Pure resin & Ankara wears
collections*

PURERESIN & ANKARA WEARS COLLECTIONS



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<https://wa.me/message/PBCZDVPJYO6ID1>



Gwagwalada, Abuja, Nigeria.

MY SALES FUNNEL

SALES FUNNEL FOR PURE RESIN COLLECTION AND ANKARA WEARS

Social
Media Platforms



Mobile Page /
Landing Page



E-commerce
Website /
Product Display Page



Email Follow-up
& Retargeting



Optional
Email Soup-
(Optional)



Mobile Page /
Landing Page

SALES FUNNEL

PROJECT – PURE RESIN
COLLECTION

DEVELOPED A TARGETED SALES FUNNEL
TO CONVERT SOCIAL MEDIA LEADS INTO
PAYING CUSTOMERS FOR A FASHION
BRAND. THE FUNNEL INCLUDED A MOBILE-
OPTIMIZED LANDING PAGE, PRODUCT
SHOWCASE, AND AUTOMATED EMAIL
SEQUENCES FOR RETARGETING AND
CUSTOMER RETENTION. TOOLS USED:
CANVA, EDRAWMAX, AND MAILCHIMP.

MY CONTENT CALENDAR

Pure_Resin_and_Ankara_W... ▼ Done						
Date	Day	Platform	Content Type	Caption/Content	Media Type	Call to Action
2025-06-18	Wednesday	Instagram	Product Showcase	Showcase our bestselling resin tray with vibrant Ankara patterns	Image	Shop Now
2025-06-19	Thursday	Facebook	Behind the Scenes	Sneak peek into our resin art creation process	Video	Watch More
2025-06-20	Friday	Instagram	Customer Testimonial	See what our customers are saying!	Image	Send Us Your Review
2025-06-21	Saturday	Facebook	Did You Know?	Did you know resin art lasts for years without fading?	Text	Learn More
2025-06-22	Sunday	Instagram	Product Drop Alert	New Ankara Tote Bags now available!	Image	Order Now
2025-06-23	Monday	Facebook	DIY Tip	How to care for your resin coasters	Text/Image	Save This
2025-06-24	Tuesday	Instagram	Weekend Vibes	Perfect accessories for your weekend outing	Image	Browse Collection
2025-06-25	Wednesday	Facebook	Product Showcase	Showcase our bestselling resin tray with vibrant Ankara patterns	Image	Shop Now
2025-06-26	Thursday	Instagram	Behind the Scenes	Sneak peek into our resin art creation process	Video	Watch More
2025-06-27	Friday	Facebook	Customer Testimonial	See what our customers are saying!	Image	Send Us Your Review
2025-06-28	Saturday	Instagram	Did You Know?	Did you know resin art lasts for years without fading?	Text	Learn More
2025-06-29	Sunday	Facebook	Product Drop Alert	New Ankara Tote Bags now available!	Image	Order Now
2025-06-30	Monday	Instagram	DIY Tip	How to care for your resin coasters	Text/Image	Save This
2025-07-01	Tuesday	Facebook	Weekend Vibes	Perfect accessories for your weekend outing	Image	Browse Collection
2025-07-02	Wednesday	Instagram	Product Showcase	Showcase our bestselling resin tray with vibrant Ankara patterns	Image	Shop Now
2025-07-03	Thursday	Facebook	Behind the Scenes	Sneak peek into our resin art creation process	Video	Watch More
2025-07-04	Friday	Instagram	Customer Testimonial	See what our customers are saying!	Image	Send Us Your Review
2025-07-05	Saturday	Facebook	Did You Know?	Did you know resin art lasts for years without fading?	Text	Learn More
2025-07-06	Sunday	Instagram	Product Drop Alert	New Ankara Tote Bags now available!	Image	Order Now
2025-07-07	Monday	Facebook	DIY Tip	How to care for your resin coasters	Text/Image	Save This
2025-07-08	Tuesday	Instagram	Weekend Vibes	Perfect accessories for your weekend outing	Image	Browse Collection
2025-07-09	Wednesday	Facebook	Product Showcase	Showcase our bestselling resin tray with vibrant Ankara patterns	Image	Shop Now
2025-07-10	Thursday	Instagram	Behind the Scenes	Sneak peek into our resin art creation process	Video	Watch More
2025-07-11	Friday	Facebook	Customer Testimonial	See what our customers are saying!	Image	Send Us Your Review
2025-07-12	Saturday	Instagram	Did You Know?	Did you know resin art lasts for years without fading?	Text	Learn More
2025-07-13	Sunday	Facebook	Product Drop Alert	New Ankara Tote Bags now available!	Image	Order Now
2025-07-14	Monday	Instagram	DIY Tip	How to care for your resin coasters	Text/Image	Save This
2025-07-15	Tuesday	Facebook	Weekend Vibes	Perfect accessories for your weekend outing	Image	Browse Collection

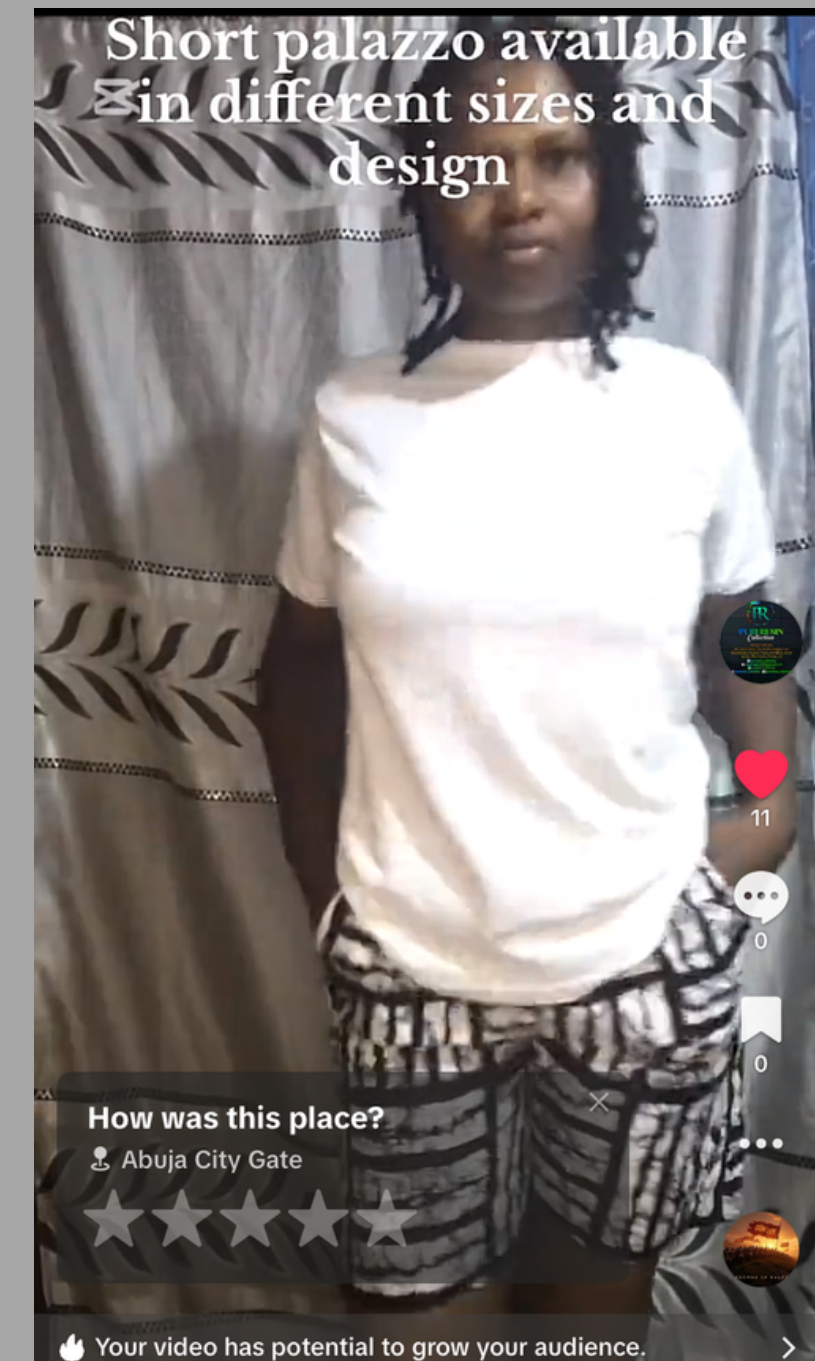
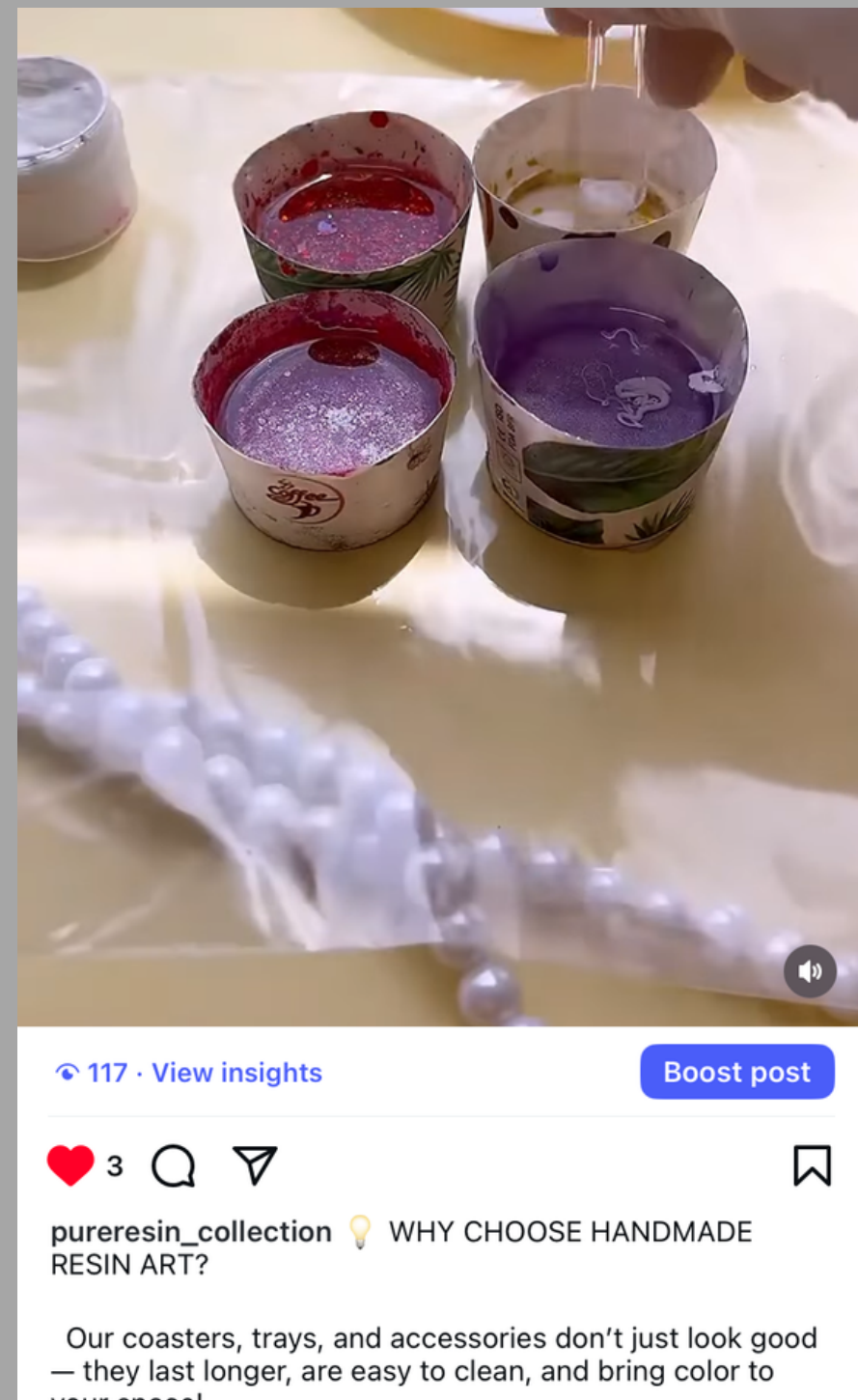
Content Calendar – Pure Resin Collection

Created a structured monthly content calendar to plan, schedule, and manage engaging posts across Instagram, Pinterest, and TikTok. Aligned content themes with product launches, fashion trends, and customer interests to boost visibility, engagement, and sales consistency.

CONTENT CREATION

I HAVE CREATED ENGAGING
CONTENT FOR BRANDS

CLICK HERE TO SEE MORE



YOU CAN REACH OUT TO ME VIA:

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