OWATI OLABISI KITI
Lagos, Nigeria (Remote, UTC+1) • +2347065876995 • olabisikiti@gmail.com • LinkedIn • Portfolio
Social Media Manager

PROFESSIONAL SUMMARY

Social Media Manager with 2+ years of experience across marketing and social media roles, including 6 months supporting a US-based agency's client accounts remotely and independent client work in health and wellness, pet care, hospitality, and events. Handles content strategy, content calendar planning, platform-specific copywriting, publishing, community engagement, and monthly analytics reporting across Instagram, Facebook, LinkedIn, and TikTok with consistency and attention to detail. Comfortable managing client accounts independently across time zones using Metricool, Canva, CapCut, Google Workspace, and Microsoft Excel.

CORE COMPETENCIES

Social Media Management | Content Strategy and Content Pillars | Content Calendar Planning | Content Creation and Publishing | Copywriting and Brand Voice | Community Management | Short-Form Video Content | Audience and Trend Research | Social Media Analytics and Reporting.

TOOLS

Instagram | Facebook | LinkedIn | TikTok | Metricool | Later | Canva | CapCut | Adobe Photoshop | Google Workspace (Docs, Sheets, Drive) | Notion | Microsoft Excel | AI Tools (Claude,Perplexity,ChatGPT)

WORK EXPERIENCE

Nectar and Greens,Lagos, Nigeria — Jul 2026 - Nov 2026
Social Media Manager (Freelance)

- Generated 14,109 views, 496 interactions, and 250 profile visits within the first three months by optimizing the brand's Instagram and Facebook presence and establishing content pillars aligned with its positioning and business objectives.
- Produced 20 social media creatives and 10 short-form videos using Canva and CapCut, translating product benefits into educational, promotional, and product-focused content.
- Planned and scheduled 4 posts per week/month using Metricool, maintaining a consistent publishing schedule across the brand's social media platforms.
- Analysed weekly published posts using Instagram Insights, tracking reach, profile visits, interactions, and audience responses to identify content performance patterns.
- Generated 10 Instagram enquiries through audience engagement and customer interactions, with Instagram also contributing to customer acquisition through WhatsApp referrals.

Branded Image Media (BIM), Washington ,USA — Apr 2026 – Oct 2026
Social Media Manager (Remote, Full time)

- Managed social media scheduling across 4 client accounts on Instagram, Facebook, and LinkedIn, maintaining a publishing frequency of at least 3 posts per week per account.
- Conducted audience, market, and competitor research for 5 client accounts, documenting findings and strategic insights using Google Docs.
- Developed 5 client-specific content calendars monthly using Notion and Google Sheets, organizing content ideas, publishing schedules, and updates.
- Prepared and scheduled approximately48 social media posts monthly using Metricool, developing platform-specific captions and collaborating with designers on creative assets.
- Identified 30–50 potential leads monthly, tracked prospect information and outreach updates in Google Sheets, and used ChatGPT to support content ideation and copy refinement.

EDUCATION AND CERTIFICATION

- BSc, Biochemistry | Adekunle Ajasin University, Nigeria – 2022
- Social Media Management Certification | Avalocx Academy - 2025