

Olemoh Oluwayemisi

Professional Summary

Creative and results-driven Social Media Manager and Marketer with over 2 years of hands-on experience in growing Instagram communities, creating compelling ad creatives, and managing all aspects of digital marketing. Certified Meta Digital Marketer with a strong foundation in content creation, visual design, video editing, and customer engagement. Proven success in growing Instagram accounts organically through strategic content, aesthetic design, and engagement-driven campaigns. Open to freelance opportunities where innovation, adaptability, and a passion for digital storytelling are valued.

Core Skills

- Social Media Management (Instagram)
- Content Creation & Strategy
- Ads Management (Meta platforms)
- Brand Aesthetics & Consistency
- Canva Design (Graphics & Visuals)
- Video Editing (CapCut)
- Trend Engagement & Community Management
- Metric Analysis & Growth Tracking
- Creative Thinking & Problem Solving
- Teamwork & Communication
- Customer Engagement & Service

Certifications & Tools

- Meta Certified Digital Marketer
- Soft Skills Certification – Jobberman Academy
- Canva, CapCut, Meta Ads Manager
- Leadership Training Certifications (Faculty of Science, UNILAG)

Professional Experience

Social Media Manager

Light Publishing Company | 2023 – Present

- Grew Instagram account organically from 1,700 to nearly 5,000 followers within 4 months.
- Created all videos and graphics using mobile apps (CapCut, Canva), improving content quality and engagement.

- Developed and maintained consistent brand voice, visuals, and posting schedules.
- Managed all marketing functions including strategy, ads management, design, video editing, and customer service.
- Drove engagement and sales through creative reels and trend-based content.
- Operated as a one-person team responsible for full marketing workflow.

Education

Bachelor of Science (B.Sc.) in Zoology

University of Lagos, Nigeria | Second Class Upper

Leadership & Activities

- Deputy Speaker, House of Representatives, Faculty of Science, UNILAG
- Class Governor for 4 years
- Participated in multiple leadership training programs and faculty events