LIDYA ALEMAYEHU

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Professional Summary

Tech-savvy and trend-conscious final-year Marketing student passionate about social media, digital storytelling, and data-driven content creation. Seeking a paid internship or entry-level position as a Social Media Content Creator or Manager where I can apply my deep familiarity with platforms like TikTok, Instagram, and X (Twitter) to drive engagement and brand growth.

Education

Unity University – Addis Ababa, Ethiopia
Bachelor of Arts in Marketing
(Expected Graduation: 2025)

Skills

- Social Media Analytics & Insights
- TikTok Trends & Content Strategy
- Photography & Videography
- Content Creation & Editing
- Trend Forecasting
- Data Analytics
- Fluent in English

Projects & Personal Experience

- Personal Brand Development: Created and managed personal social media accounts focused on entertainment, lifestyle, and trends with strong audience engagement.
- Trend Tracking: Regularly analyze and adapt viral trends across platforms, understanding how they evolve and influence consumer behavior.
- Creative Production: Plan, shoot, and edit short-form video and photo content using mobile tools and editing apps.

Extracurricular Activities

- Active participant in university marketing and digital media events
- Peer supporter for classmates in content creation and social media strategy

References

Available upon request.