

PROGRESS UZOYI

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PROFESSIONAL SUMMARY

A detail-oriented content creator and social media manager who understands how people interact with content online. Through creating and managing content on TikTok and Instagram, I've developed a strong eye for what feels relevant, engaging, and appropriate for different audiences. I'm comfortable working independently, following detailed guidelines, and making consistent, well-reasoned decisions.

CORE SKILLS

Professional Video Editing (Short-form & Promotional Content)
Content Planning & Calendar Management
Brand Alignment & Visual Consistency
Social Media Account Management
Project Coordination & Workflow Management
Team Leadership & Cross-functional Collaboration
Performance Monitoring & Optimization

EXPERIENCE

Freelance Video Editor | Corporately Lucid | Oct 2024 – Feb 2026

Edited sermon snippets, awareness campaigns, and branded visual content.
Ensured adherence to brand identity and messaging guidelines.
Delivered optimized content for digital distribution.
Managed multiple editing projects within defined timelines.
Designed supporting graphics.

Social Media Manager & Content Creator

DiamondClaws | Nigeria
2024 – 2025

- Created and managed content across TikTok and Instagram, focusing on what resonates with audiences.
- Regularly reviewed content performance (views, likes, watch time) to understand what works and why.
- Adjusted content based on trends, audience feedback, and platform behavior.
- Paid close attention to tone, clarity, and how content might be interpreted by different viewers.

Content Creator & Platform Analyst

TikTok, Instagram, YouTube

2023 – Present

- Analyze patterns in high-performing content and apply those insights to new posts.
- Stay updated on trends, hashtags, and viral formats.
- Evaluate content before posting to ensure it's clear, relevant, and engaging.
- Monitor audience reactions and adapt accordingly.

Social Media Manager

STAC Greencycling | Ile-Ife, Nigeria

2023 – 2024

- Helped run awareness campaigns and reviewed how people responded to our content.
- Adjusted messaging to make it more relatable and easy to understand.
- Managed digital communication and content planning.

Creative Team Head | Pharmaceutical Association of Nigerian Students (OAU) | Nov 2023 – Mar 2025

- Led and supervised a team responsible for faculty-wide media communication.
- Coordinated campaign concepts, visual production, and execution timelines.
- Ensured collaborative workflow and quality control.
- Edited event coverage for the duration of an annual association event.

Chairperson, PANS Week Organising Committee, PANS OAU | December 2025 – June 2026

- Led the planning, coordination, and successful execution of PANS Week, overseeing multiple academic, professional, social, and community engagement events.
- Directed and coordinated cross-functional committees, ensuring effective collaboration, timely delivery of tasks, and seamless event execution.

- Worked closely with faculty members, student leaders, sponsors, vendors, and external stakeholders to secure partnerships and mobilize resources.
- Oversaw event logistics, budgeting, risk management, and operational planning to deliver a well-organized and impactful week-long program.

EDUCATION

Bachelor of Pharmacy (B.Pharm)

Obafemi Awolowo University (OAU)

Expected Graduation: 2026

CERTIFICATIONS

- ALX AI Career Essentials – ALX Africa (2024)
- Jobberman Soft Skills Training – Mastercard Foundation (2022)
- Social Media Management – Fashionably Social (2024)

TECHNICAL TOOLS

- Adobe Premiere Pro | CapCut | Canva | Meta Business Suite | Microsoft Office | AI-Assisted Editing Tools | InShot | Google Docs | YouTube

ADDITIONAL INFORMATION

- Reliable internet access
- Strong written and reading comprehension
- Comfortable working flexible hours