

SETOFUNMI FASESIN-GBOLAHAN

SOCIAL MEDIA MANAGER | CONTENT STRATEGY | COMMUNITY MANAGEMENT | BRAND COMMUNICATIONS

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PROFESSIONAL PROFILE

Social Media and Brand Communications professional with 3+ years of experience developing content strategies, maintaining content calendars, creating and publishing social content, managing online communities, and using performance data to optimise future output. Experienced across creative services, beauty, fashion and technology brands. Produced 200+ brand-aligned content pieces, improved engagement consistency by up to 30%, and maintained 90%+ response consistency in customer and community interactions.

CORE SKILLS & PLATFORMS

Social Media Strategy • Content Calendars • Content Creation & Publishing • Copywriting • Community Management • Campaign Execution • Brand Voice • Audience Engagement • Analytics & Optimisation • Instagram • TikTok • Facebook • X • Canva • Meta Business Suite • Google Analytics

PROFESSIONAL EXPERIENCE

Social Media Manager | Freelance

2023 - Present

- Develop and execute monthly content calendars across multiple brands, producing 200+ pieces of content aligned with brand voice, audience and marketing objectives.
- Improved audience engagement consistency by up to 30% through structured content planning, strategic storytelling and performance-led optimisation.
- Managed 150+ customer enquiries and community interactions while maintaining more than 90% response consistency.
- Monitor performance metrics and work with business owners and teams to refine content, campaigns, promotions and customer-facing communication.

Brand Manager | Fashion Business

2022 - Present

- Develop promotional campaigns for seasonal sales and plan content around product launches across Instagram, WhatsApp and customer communications.
- Manage 120+ customer interactions annually with over 90% response consistency, supporting customer trust and retention.
- Use customer feedback to refine messaging and execute consistent promotional communication that improves visibility and generates enquiries.

Digital Marketer | Digi Converge

Oct 2020 - Dec 2020

- Supported social media campaigns by publishing 40+ content pieces and maintaining consistent brand communication.
- Reviewed engagement metrics, identified high-performing formats and collaborated with the team to support timely campaign delivery.

SELECTED SOCIAL MEDIA ACCOUNTS

Havgate Studios (Instagram) @havgatestudios | Qwibik (Instagram) @qwibik | FacesbyFunny (Instagram) @facesbyfunmy | Setofash (TikTok) @setofash | FY2shotit (Instagram) @fy2shotit

EDUCATION & CERTIFICATION

Bachelor of Mass Communication - Bowen University | Internet and Computing Core Certification (IC3) - Nov 2022