



Joseph Anthony

Social Media Manager

PROFILE

Social media manager who plans content, designs posts and short videos, runs paid campaigns and reports results in plain language. A web development and IT background means pages load fast, tracking is set up properly and nothing breaks on launch day.

EXPERIENCE

Social Media Manager

2020 - Present

Freelance

- Plan monthly content calendars aligned with brand voice, audience and business goals.
- Design posts and edit short-form video for Instagram, Facebook, TikTok and LinkedIn.
- Reply to comments and messages to build an active, loyal community.
- Run targeted paid campaigns and report reach, engagement and leads every month.

Web Developer and IT Specialist

2021 - Present

Freelance

- Build landing pages and websites that turn social campaigns into enquiries and sales.
- Set up analytics and tracking so every post and ad can be measured.

CONTACT

Email

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07043991348

Location

Auchi, Edo State, Nigeria

SKILLS

Strategy

Content calendars, audience research, brand voice

Creation

Graphic design, short-form video, copywriting

Platforms

Instagram, Facebook, TikTok, LinkedIn, X, WhatsApp Business

Paid and analytics

Meta ads, monthly reporting, A/B testing

Web

Landing pages, WordPress, SEO basics

EDUCATION

Accounting

Auchi Polytechnic, 2024/2025

CERTIFICATIONS

Babtech Computer

Trajent Digital

Vrofem

PDMA

LANGUAGES

English