Olivia Ejimofor

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As an energetic PR and media specialist with a knack for organisation, communication, and multitasking, I excel at crafting PR campaigns, co-ordinating media interviews, and drafting press releases, blog posts, and engaging social media content. With a strong grasp of digital marketing, brand management, and strategic planning, to deliver clear corporate messages.

PROFESSIONAL EXPERIENCE

Content Creator
Zikoko – Lagos, Nigeria | 2026 – Present

- Create engaging, platform-native video content aligned with the brand's voice and audience.
- Develop concepts, write scripts, film, and edit short-form content for social media platforms.
- Collaborate with the editorial and social media teams to produce timely, culturally relevant content.
- Monitor content performance and audience engagement to inform future creative direction and optimize results.

Content Strategist / Social Media Manager
Condia – Lagos, Nigeria | 2026

- Developed and executed content strategies across multiple social media platforms.
- Created engaging short-form and long-form content, including scripts, social posts, and videos.
- Managed the brand's social media presence, driving audience growth and engagement.
- Monitored content performance and used analytics to refine content strategy and improve results.

Content Moderator
Gbadun – Lagos, NG | 2025

- Served as a Social Media Content Moderator for TikTok Africa, ensuring all user-generated content adhered to TikTok's community guidelines, platform policies, and local regulatory requirements.

- Monitored content trends and identified emerging risks, preparing detailed reports and actionable insights for management. Collaborated closely with the broader moderation team to refine enforcement protocols and support continuous improvement of moderation strategies.

- Provided feedback and reports on content trends and emerging risks. Collaborated with the moderation team to improve policies and enforcement strategies.

Content Creator
Wellahealth – Lagos, NG | 2025

- Developed engaging content to educate and inform audiences about health insurance plans and benefits.

- Creating engaging and entertaining scripts for videos. Managing content calendars and deadlines to ensure timely delivery of content.

- Editing and proofreading content to ensure accuracy, clarity, and consistency.

Social Media Content Creator
Pizzazz media – Lagos, NG | 2024 – 2025

- Content Creation & Curation: Developed and implemented engaging content across various platforms, including compelling blog articles, entertaining video scripts, and thorough editing to ensure clarity and accuracy.

- Digital Strategy & Engagement: Optimised social media strategies while fostering online community interaction and engaging with followers. Improved brand and client visibility by 34%.

- Project Management & Quality Assurance: Managed content calendars and deadlines to guarantee timely delivery, complemented by rigorous proofreading and quality control. While generating 200k total views from content created.

Social Media & Community Manager
Pizza Jungle – Lagos, NG | 2023

- Content & Community Strategy**:** Developed and implemented engaging content, optimise social media strategies, and fostered online community interaction to enhance brand awareness
  .
- Customer Engagement: Actively engaged with followers and customers while promptly addressing their concerns to build trust and loyalty.

- Analytics & Reporting: Analyse engagement metrics and produce detailed reports on social media ROI to drive data-informed strategic improvements.

Strategy intern
One Wild Card – Lagos, NG | 2023

- Strategic Campaign Management**:** Developed and managed budgets tailored to client needs, devised advertising strategies that meet specific objectives, and leveraged market research to inform recommendations.

- Client Engagement & Competitive Analysis: Prepare compelling briefs for potential clients that highlight advertising's role in achieving business objectives, and analyse competitors' strategies to pinpoint improvement areas.

- Resonant Messaging & Brand Promotion: Craft targeted messages that effectively engage audiences and promote the company's products or services. For Mamador, Devon kings & Pizza Jungle

Social media manager
Mytherapist.ng – Lagos, NG | 2021 - 2023

- Strategically planned and implemented social media campaigns while recording website traffic and user feedback for data-driven improvements.
- Collaborated with marketing teams to maximise social media impact, driving brand advocacy and delivering business value.

EDUCATION

Bachelor of Science, Mass Communication
Mass communication – Nigeria | 2021 – 2024

Google Digital Skills for Africa
Google – Nigeria | 2023

SKILLS

- **Digital Marketing & Analytics**: SEO, Campaign Management, Conversion Rate Optimisation, Google Analytics.
- **Social Media Management**: Content Creation, Scheduling Tools (Hootsuite, Buffer), Influencer Partnerships.
- **Project Management**: Planning, Reporting, Budgeting, and Cross-functional Team Leadership.
- **Creative Tools**: Canva, Adobe Photoshop, Videography, & Photography.

CONTACT

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