

Elizabeth Adodo

Social Media Manager and Content Creator

Lagos, Nigeria | [LinkedIn](#)

Social Media Manager and Content Creator with hands-on experience managing Instagram and LinkedIn content, building content calendars, and creating short-form video assets for early-stage startups.

EXPERIENCE

Social Media Manager May 2026 — Present
Zenex Verified Remote

Manage Instagram and LinkedIn content for an early-stage PropTech startup, publishing 3–5 posts, Reels, and carousels weekly. Built the content calendar from scratch and track performance using platform analytics, with content generating over 5,000 cumulative views. Noticed audiences responded better to posts featuring people than AI-generated visuals and adjusted strategy accordingly. Create visual and video assets using Canva and CapCut, and support launch outreach by contacting developers and realtors.

Social Media Manager & Content Creator May 2025 — Oct 2025
Freelance Remote

Developed monthly content calendars and planned 2–3 weekly Instagram and TikTok posts including Reels and carousels for a talent acquisition professional. Created visual and video assets using Canva and CapCut, wrote platform-appropriate captions with hashtags, and delivered structured, ready-to-use content plans based on brand, audience, and seasonal trends.

Content / Copy Writer Aug 2023 — Oct 2023
Freelance Remote

Researched and wrote SEO-focused blog articles and digital copy based on keywords and client requirements using a paid AI tool. Edited and proofread content for clarity, accuracy, structure, and brand consistency before delivery.

EDUCATION

Obafemi Awolowo University Jan 2020 — Jul 2025
Bachelor of Science in International Relations and Affairs

PROJECTS

Founder managing custom orders and direct customer communication, T-Shirt Branding Business
Founded and managed a t-shirt branding business, handling orders and communicating directly with customers to understand requirements and coordinate delivery. Developed practical experience in customer service and relationship management by managing expectations from order requirements through completion.

Content planning and creator coordination for church programs, Church Content Planning and Execution
Planned content ideas and contributed to content execution for church-related activities. Reached out to a UGC creator for an upcoming programme, shared a content brief, and explained the type of content to recreate. Directed and coordinated with a photographer and videographer during a content shoot.

Team effort to improve lighting and safety at special-needs secondary school, Solar Panel Installation Project
Participated in an ongoing community project to install solar panels at a special-needs secondary school in Ile-Ife, Osun State, addressing lighting and safety concerns.

SKILLS

Instagram · LinkedIn · Reels & Carousels · Caption Writing · Brand Voice & Messaging · Audience Engagement · Creator Outreach · Campaign Support · Relationship Management · Community Engagement · Social Media Analytics · Trend Research · Digital Marketing · Canva · Google Workspace · CapCut · ChatGPT · Gemini · Google Flow · Meta Business Suite · Instagram Analytics · Meta Insights · SEO · Copywriting · Social Media Management · Content Strategy · Content Creation