

Jonathan Odey

Social Media Manager

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Nigeria

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EDUCATION

BSc. Medical Biochemistry,

Delta State University, Nigeria

2024, CGPA: 4.45

TECHNICAL SKILLS

This is where you will list all of the programs and software that you are familiar with using.

- CapCut
- Canva
- AI Video editing tools
- Python
- Meta Business Suite
- Google Workspace

SUMMARY

Dynamic Social Media Manager and EdTech Innovator with expertise in digital strategy, audience engagement, and technical relations. Skilled at combining creative storytelling and technology-driven solutions to boost brand visibility, simplify complex processes, and deliver measurable results.

WORK EXPERIENCE

Social Media Manager

2025 - PRESENT

Empowered Capital Inc., California, USA

- Developed and executed social media strategies that increased brand visibility and audience engagement across multiple platforms.
- Created and managed content calendars, ensuring consistent messaging and alignment with brand goals.
- Analyzed performance metrics to optimize campaigns, resulting in improved reach and measurable growth in followers and engagement rates.
- Collaborated with cross-functional teams to design digital campaigns that supported business development initiatives.

Freelance Remote Tutor

2023 - 2025

Freelance, Remote

- Delivered personalized one-on-one tutoring sessions in math and science, improving student performance and confidence.
- Designed custom learning materials and quizzes to simplify complex concepts and support student understanding.
- Adapted teaching methods to meet diverse learning needs, achieving measurable academic improvement for students.
- Built strong relationships with students and parents through clear communication and consistent progress tracking.

VOLUNTEER WORK

Internship in my 3rd year in college at a medical laboratory where I assisted with routine laboratory procedures and sample analysis, gaining hands-on experience in a professional medical research environment.

