

Results-driven Video Editor, Social Media Video Content Strategist and Motion Designer for B2B SaaS and Fintech with over 9 years experience in developing and executing comprehensive social media strategies, and creative production. Proven ability to drive brand awareness, and achieve significant audience growth, evidenced by an 800% increase in brand awareness and 400% social media engagement uplift. Adept at video editing, motion design, and performance analytics to optimize content for maximum impact. Seeking to leverage expertise to enhance brand presence and drive engagement for your organisation.

WORK EXPERIENCE

Video Content Strategist

Liberty Assured

Remote, Nigeria

2024 – Present

Spearheaded the complete video content operation at Liberty Assured, overseeing every production stage from social media strategy and scripting through to on-site shooting, editing, and final delivery across all digital and social platforms.

Devised and managed the brand's video content strategy and social media content calendar, planning content aligned with business objectives and audience behaviour across Instagram, TikTok, YouTube, and LinkedIn. Authored scripts and creative briefs for all video productions, providing creative direction on set and ensuring all content reflects the brand's voice and visual identity.

Executed all on-site shooting, post-production video editing, and motion design, delivering platform-optimised content for social media, advertising, and digital campaigns.

Monitored content performance across all platforms, analysing engagement metrics and audience insights to continuously refine the content strategy and improve results.

Creative Content Strategist & Social Media Manager

BrandSquare

Remote, Nigeria

Directed the comprehensive social media content strategy and creative production for BrandSquare, managing a team of six creatives in content creation, video editing, motion design, and social media management, establishing the content framework that propelled BrandSquare's digital presence and audience from inception.

Orchestrated the brand's social media content strategy across Instagram, LinkedIn, TikTok, and YouTube, achieving an 800% growth in brand awareness through consistent and targeted platform-specific content. Conducted in-depth audience and market research to identify content opportunities, platform trends, and competitor positioning, utilising insights to shape content direction and delivery structure.

Established and maintained a structured content calendar and delivery system, ensuring consistent, high-quality content output across all platforms with clear scheduling, approvals, and publishing workflows.

Supervised all video content editing and motion graphics production for social media, maintaining a distinct brand aesthetic across all content formats and platforms.

Led a team of six creatives, providing guidance, managing workflows, and ensuring consistent quality across all social media content deliverables.

Senior Content Producer & Social Media Strategist

Aktok — B2B SaaS Platform

Remote, Canada

Spearheaded social media content strategy and video production for a rapidly growing Canadian B2B SaaS platform, developing and executing integrated content campaigns that stimulated measurable audience growth and lead generation across all digital channels.

Engineered and implemented a comprehensive social media content strategy across LinkedIn, Instagram, and YouTube, achieving over 400% social media growth and 150% audience growth within the initial year. Produced, directed, and edited video content for social media, including product explainer videos, short-form social content, reels, and advertising campaigns tailored for each platform.

Coordinated a cross-functional creative team comprising designers, social media managers, and content creators, ensuring a consistent brand voice and visual standards across all social channels.

Tracked and analysed content performance data across all channels, generating regular reports and using insights to optimise content strategy, posting schedules, and engagement rates.

Instituted a scalable video content workflow for social media and sales enablement, which boosted MQL conversions by 75%, directly contributing to revenue enhancement.

Digital Content Manager & Social Media Lead

Newedge Finance Ltd. (Palmcredit, Newcredit, Easybuy)

Hybrid, Nigeria

03/2023 – 12/2024

Directed social media content strategy and creative direction across three prominent Nigerian fintech brands concurrently, leading a team of eight to nine in content creation, social media management, video production, and brand communications.

Developed and managed platform-specific social media content strategies for Instagram, TikTok, Twitter, and LinkedIn across all three fintech brands, attaining a 300% increase in brand awareness and a 400% uplift in social media engagement.

Led video content production, encompassing short-form social video, reels, talking-head content, and motion graphics, ensuring all video content was optimised for each platform and consistently aligned with all three brand identities.

Managed influencer content partnerships and user-generated content campaigns that amplified brand reach and stimulated audience growth across all platforms.

Established and maintained detailed content calendars, publishing schedules, and performance reporting dashboards for all three brands, monitoring KPIs such as reach, engagement, follower growth, and conversion metrics.

Digital Marketing Manager & Content Producer

Makintouch

Remote, United Kingdom

01/2021 – 12/2023

Managed social media content strategy and production across all digital platforms, increasing audience engagement by over 400% and organic traffic by 300% through consistent, high-quality content planning and execution.

Produced and edited video content, motion graphics, and written content for social media, blogs, and email marketing campaigns, upholding a high standard of brand-consistent visual production.

Developed and implemented SEO-driven content strategies that enhanced search rankings and improved content discoverability and organic reach across all platforms.

Trained and supervised a team of 42 content and media professionals, establishing a comprehensive in-house social media content production and management capability.

Creative Director & Content Strategist — Corporate Clients

Independent — Nigeria LNG, Total Oil, Pepsi, Market Square

Remote, Nigeria

05/2019 – 04/2025

Crafted and executed social media content strategies and brand communications for multinational corporations, ensuring a cohesive brand voice and visual identity across all digital and social platforms. Produced, directed, and edited commercial video content and social media campaigns for major corporate clients, delivering broadcast-quality production for both Nigerian and international markets. Managed content production schedules, creative teams, and multi-platform delivery for simultaneous multi-client engagements.

Broadcast Media Specialist & Content Manager

Loveworld Inc.

Hybrid, Nigeria

04/2015 – 02/2018

Oversaw broadcast media operations and social media content production, managing the editing and distribution of content across TV, YouTube, and social media platforms. Designed and delivered a media and social media content training programme for over 40 staff members, covering video editing, live streaming, content production, and social media content management. Established robust content management workflows and quality control processes, achieving zero critical broadcast failures across three years of live event, TV, and social media content production.

EDUCATION

Masters, Digital Marketing & Business Transformation

Rome Business School

Lagos, Nigeria

2023 – 2024

BSc, Communications & Media

University of Port Harcourt

Nigeria

01/2015 – 05/2019

Diploma, Visual Storytelling

Lavanz Film Academy

Nigeria

2015 – 2019

Diploma, Filmmaking

Skill Desk Creative Institute

Nigeria

2015 – 2019

SKILLS

Social Media Strategy & Management

Content Calendar Planning & Scheduling

Platform-Specific Content Creation

Social Media Analytics & Reporting

Paid Social & Boosting

Influencer & UGC Campaign Management

Short-Form Video (Reels / TikTok / YT Shorts)

Talking-Head & Interview Editing

Video Editing

Motion Design & Animation

Colour Grading

Adobe Premiere Pro

After Effects

DaVinci Resolve

Photoshop & Illustrator

Canva

CapCut

Meta Ads Manager

Google Analytics

LinkedIn Analytics

SEO & Organic Growth Strategy

Email Marketing

CMS Platforms

Content Copywriting

AI Content Tools

LANGUAGES

English	Fluent (C2)		Pidgin	Fluent (C1)	
Hausa	Proficient (B1)		French	Basic (A2)	