

# PORTFOLIO

Simeon Emmanuella Racheal





**Simeon  
Emmanuella  
Racheal**

**Social Media Manager**

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P o r t f o l i o

# About me

I am a **Social Media Manager | Strategy, Content & Growth**

With over 4 years of hands-on experience, I help brands show up online with clarity, intention, and consistency. I've worked across beauty, real estate, creative services, agencies, and community-driven businesses, supporting them with strategy, content, engagement, analytics, and paid campaigns.

I don't believe social media success comes from posting more. It comes from clear messaging, thoughtful strategy, and showing up consistently.

My process always starts with understanding the brand:

Who are we speaking to?

What problem are we solving?

What action do we want people to take?

From there, I build simple, repeatable systems that help social media support real business goals not just visibility.

# What I do

01

**Social media strategy  
& content planning**

02

**Content calendars  
& brand voice  
development**

03

**Caption writing  
& storytelling**

04

**Community management  
& meaningful engagement**

05

**Analytics, reporting  
& performance  
optimization**

06

**Paid social ads &  
campaign support**

07

**Multi-platform management  
(Instagram, TikTok, LinkedIn, Facebook, X)**

# Experience

- **ABODE ASSET LIMITED**  
Social Media Manager and Content Creator July – December, 2025
- **REDONE STUDIOS**  
Social Media Manager Nov 2024 – Till Date
- **NCCP**  
Social Media Manager Jan 2024 – Aug, 2025
- **IREMI'S COSMETICS**  
Social Media Manager May 2023 – April 2024
- **PERFECTIONBIZ DIGITAL AGENCY**  
Social Media Manager Feb 2021 – Dec 2023

# Expertise

- ✔ **Social Media Strategy**
- ✔ **Content Creation** (Graphics, Video, Copywriting)
- ✔ **Paid Ads** (Facebook, Instagram, TikTok, LinkedIn, Twitter/X)
- ✔ **Analytics & Reporting** (Google Analytics, Meta Business Suite)
- ✔ **Community Engagement & Growth**  
**Influencer Marketing**
- ✔ **SEO & Hashtag Strategy**

4

**Years  
Work  
Experience**



# Softwares



Meta  
Business  
Suite



Meta Ads



Notion



Capcut



Google Workspace



Zoom



Canva



Pixellab

# Education

**TAI SOLARIN UNIVERSITY OF EDUCATION**  
SOCIOLOGICAL STUDIES (B.Edu)

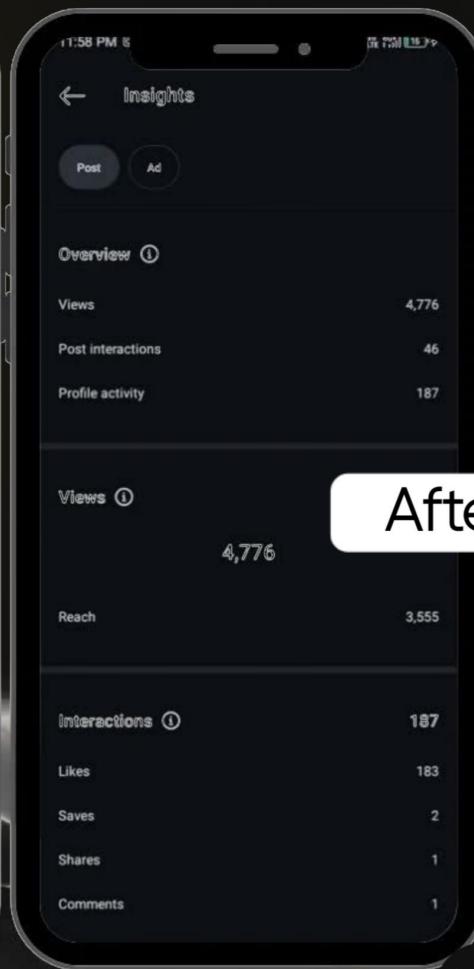
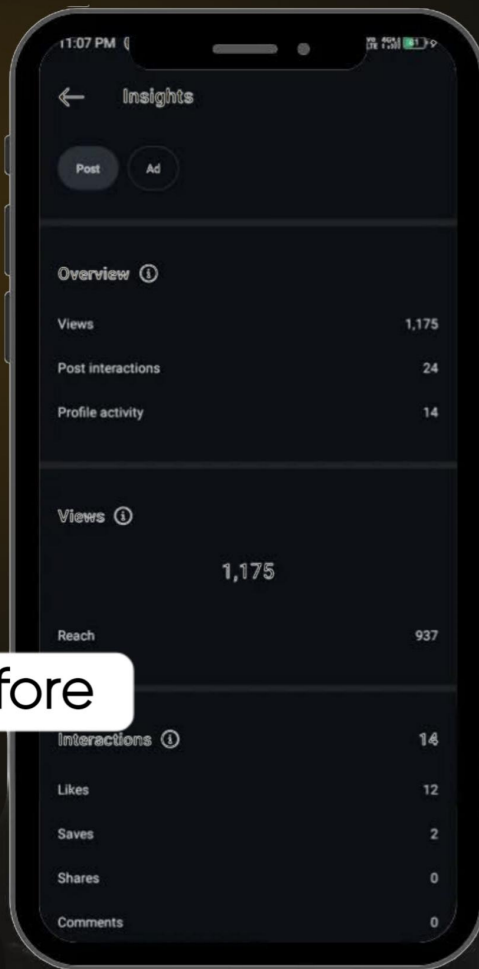
2012-2016

# Language

**English** - Full Professional Proficiency

# Social Media Management

## Sneak peak



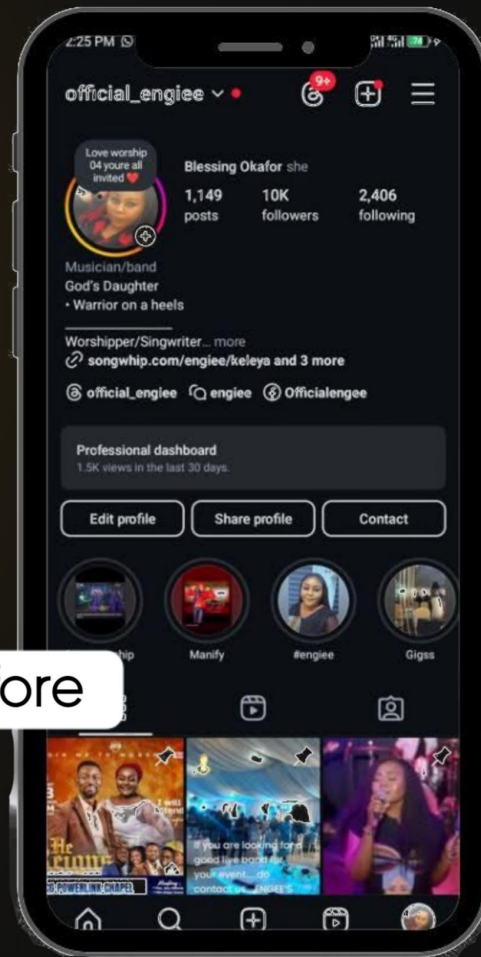
Two Days  
Instagram  
Ads Result

# Two Days Instagram Ads Result



# Instagram Page Revamp

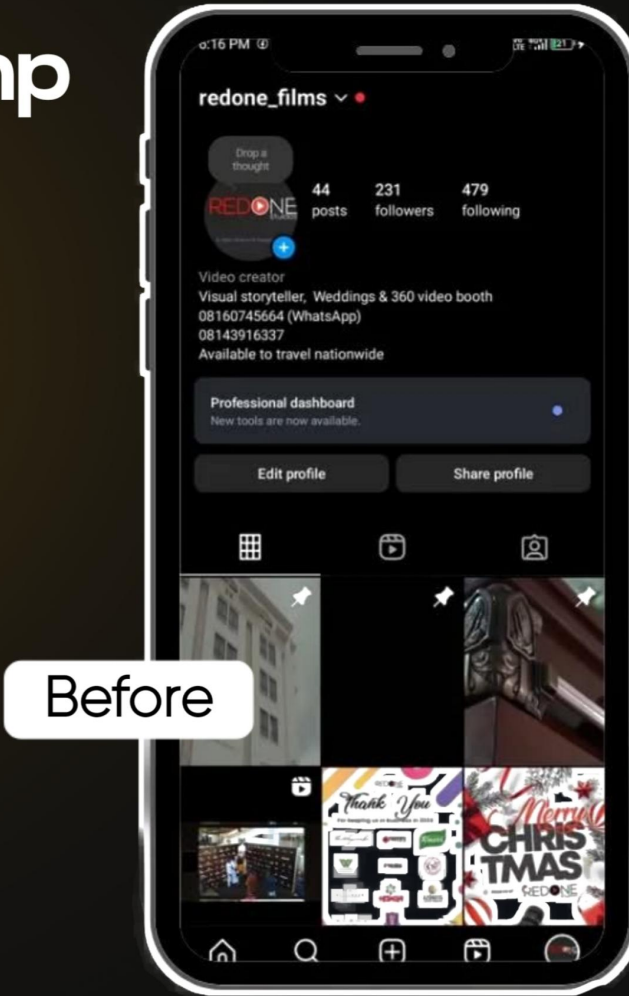
Before



After



# Instagram Page Revamp



Before



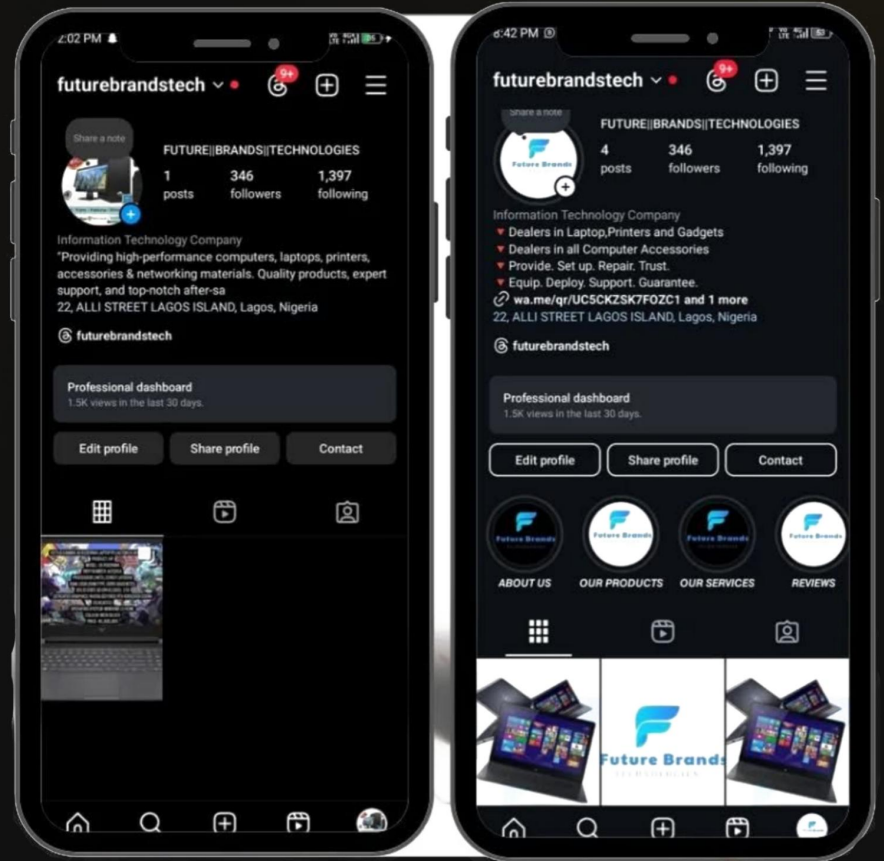
After

# Instagram Page Revamp



Before

After



After

Before

# Logo/Brand Designs



After

# Results I've Supported

- ✓ Increased engagement by up to 40%
- ✓ Improved lead quality and website traffic
- ✓ Reduced wasted ad spend through better targeting
- ✓ Built communities that feel human, warm, and engaged



## **What sets my work apart is clarity.**

I enjoy simplifying complex ideas, communicating with intention, and making sure every post has a reason behind it.

I'm open to full-time, contract, or freelance roles, and I work best with brands that value structure, honesty, and long-term growth.

If you're building something meaningful and want your social media to feel both strategic and human, I'd love to work together.

## Contact

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🎵 *hesocialarchitect\_*

in *Dsocial Architect*

**Thank you**

