

HOPE MAGWIRA

SOCIAL MEDIA MANAGER

CONTACT

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PROFILE

Experienced Social Media Manager with over 5 years of expertise in crafting and executing data-driven social media strategies that boost brand awareness and engagement. Proficient in utilizing various AI tools for content creation, audience analysis, and performance optimization. Adept at creating compelling content, managing multi-platform campaigns, and leveraging analytics to drive results. Proven success in increasing follower base, driving website traffic, and enhancing customer interaction through innovative approaches. Strong communication and project management skills, committed to staying current with social media trends and best practices to ensure brand growth and success.

SKILLS

- Social Media Strategy Development
- Content Creation and Curation
- Community Management
- Data Analytics and Reporting
- Campaign Management
- AI Tools for Social Media
- SEO and SEM
- Influencer Partnerships
- Crisis Management
- Brand Voice and Identity
- Cross-functional Collaboration

EXPERIENCE

Social Media Manager – Umatha Daily

2019 - Present

- Developed and executed comprehensive social media strategies that increased brand engagement by 45%.
- Utilized AI tools to analyze audience behavior, optimize content, and enhance campaign effectiveness.
- Managed and grew social media accounts to over 100k followers for multiple brands.
- Created and curated engaging content across various platforms including Facebook, Instagram, Twitter, LinkedIn, and TikTok.
- Implemented advanced analytics tools to monitor and report on social media performance, providing actionable insights.
- Established and maintained relationships with key influencers, amplifying brand reach and credibility.

EDUCATION

Bachelor of Accountancy

2016 - 2020

Malawi College of Accountancy

Assistant Social Media Manager - Coca Cola Beverages Malawi Limited

01/2024 - Present

Certifications

- Social Media Marketing Certification - Meta
- Google Analytics Certification - Google
- Content Marketing Certification - Meta

- Assisted in developing and executing social media campaigns that resulted in a 30% increase in website traffic.
- Managed content calendars and scheduled posts across multiple platforms.
- Engaged with followers, responding to comments and messages to foster community growth.
- Monitored social media trends and competitor activities to inform strategy adjustments.
- Collaborated with the marketing team to ensure cohesive brand messaging

Social Media Coordinator – PSI Malawi

2020 - present

- Created and scheduled daily posts, ensuring consistency in brand voice and messaging.
- Conducted regular social media audits and reported findings to senior management.
- Analysed engagement metrics to identify opportunities for content optimization.
- Supported the planning and execution of social media events and promotions.
- Assisted in the creation of visual content using graphic design tool