**JOHN SHEKWOYNA OTHNIEL**
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**PROFESSIONAL SUMMARY**

Social Media Manager and Community Builder with hands-on experience using AI tools and prompt engineering to support digital growth and engagement. I’ve helped platforms grow their online presence by managing content strategies, building active communities, and using tools like ChatGPT to automate and scale content creation. I enjoy working on ideas that bring people together online and make communication more efficient and effective.

**EXPERIENCE**

**Social Media & Community Manager | Prompt Engineer**
*NatureHub – Raleigh, North Carolina, USA*
**Oct 2023 – Present**

* Created and managed daily content across Instagram, LinkedIn, Facebook, and Twitter to drive steady audience growth.
* Used AI tools and prompt writing (e.g., ChatGPT) to design content workflows and automate responses.
* Increased engagement through interactive posts, live sessions, and community conversations.
* Tracked content performance and adjusted strategies based on insights and trends.
* Partnered with influencers to raise visibility and attract new followers.

**Google Developer Student Club Lead**
*Google | Aug 2022 – Nov 2023*

* Led a tech-focused student group and organized webinars, workshops, and events.
* Promoted awareness of Google technologies and tools, including AI platforms.
* Managed the club’s online presence with content that encouraged member participation.

**Community Success Manager**
*Innovate with Folashayo | Nov 2024*

* Helped grow and maintain an active online community.
* Planned and shared content that kept members involved and encouraged sharing.
* Created opportunities for learning and connection through community programs.

**EDUCATION**

**B.Sc. Computer Science**
Nasarawa State University, Keffi – Nigeria
**Graduated: Oct 2024**
**Course Highlights:** Digital Strategy, Social Media Marketing, Web Project Management

**SKILLS**

* **Social Media Platforms:** Facebook, Instagram, LinkedIn, Twitter, Telegram
* **Content Creation:** Writing, Editing, Video Creation, Graphics
* **Prompt Engineering:** ChatGPT, Content Generation, Workflow Automation
* **Digital Tools:** Google Analytics, Meta Business Suite, SEO Basics
* **Community Management:** Engagement Planning, Influencer Outreach
* **Project Coordination:** Scheduling, Event Support, Online Campaigns

**CERTIFICATIONS**

* Google Digital Marketing & E-commerce – 2024
* Meta Social Media Marketing – 2023
* Hootsuite Social Media Strategy – 2023

**LANGUAGES**

* English – Fluent

**INTERESTS**

* Prompt Writing & AI Tools
* Community Building
* Social Media Trends
* Content Strategy

**REFERENCES**

Available upon request.