



## CONTACT

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## SKILLS

- Snapchat Ads
- Twitter
- Facebook
- Google Ads
- Social media campaign analysis
- Paid advertising campaigns
- Instagram account management

## LANGUAGES

English:

Fluent

# Rohan Kha

## PROFESSIONAL SUMMARY

Creative marketing professional driven to increase brand awareness and online presence through creative and trend-forward content. Manages diverse platforms to help clients achieve organic and sustainable growth. Collaborative team player with passion for driving client success. Creative Social Media Manager experienced in managing social media programs across 20 consumer properties. Proactive and hardworking individual talented in program integration, strategic planning and social marketing evaluation. Computer proficient with superb skills.

## WORK HISTORY

**Social Media Manager** 07/2019 - Current  
**Rohan** - Osogbo, Osun State

- Scheduled social media posts using Hootsuite, optimising reach and maximising community engagement.
- Collaborated with sales and finance teams to deliver on company objectives.
- Gathered data on engagement rate, reach and impressions to enhance online campaigns.
- Conceptualised unique and on-trend brand identity, personality and stories.
- Engaged regularly with wider online communities, boosting engagement rates by 100%.
- Led adoption of new social media channels to expand audience reach.
- Ran paid Facebook advertisements using allocated budgets and performance data to achieve maximum ROI.
- Executed successful, innovative social media marketing campaigns with clear call-to-action.
- Managed curation of relevant, engaging content for Twitter and Instagram.
- Increased sales using Facebook and Instagram Shop functions.
- Developed and implemented overarching social media strategies, informing decision-making on future campaigns.
- Drove website traffic by writing witty and creative social media content and blog posts.

## EDUCATION

**Master of Business Administration:** social media marketing, 03/2011 - 05/2016

**Osun State University** - Osun State