



AMEH

Brand & Growth Strategist | Social Media Manager

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PROFESSIONAL SUMMARY

Brand and growth strategist who plans and runs full-cycle social media management, content strategy, community management, and positioning across ed-tech, Web3, and independent brands. Experienced managing community engagement, investor-facing communication, and content programs for founders and platforms with a defined audience.

Also full-stack capable, which means content and campaigns are grounded in a real understanding of the product being marketed, not just the brand around it.

EXPERIENCE

Social Media Manager | *GuidingNest — AI-Powered Education Platform (US)* Past

- Plan and execute social media strategy for an AI-driven platform supporting school teachers across the US.
- Build content that translates product features into audience-facing value for a specialized, professional user base.
- Manage content calendar and channel presence, aligning messaging with product releases and audience needs.

Community Manager | *MeetJarvis* Past

- Manage day-to-day community engagement, moderation, and member communication.
- Run engagement initiatives to keep the community active and responsive to product and content updates.

Account Manager | *Tokenized Project (Founder)* Present

- Serve as primary account manager to the founder of a tokenized project, overseeing day-to-day account operations and stakeholder communication.
- Support project positioning and brand strategy to strengthen credibility with investors and community members.

Team Member | *STRAVE — African Fashion Tokenization Project* Present

- Support investor outreach, engagement, and fundraising strategy for a fashion tokenization project working toward its goals.

Social Media Strategist | *Independent / Freelance* Ongoing

- Plan and execute full-cycle social media management, including content creation, community management, and analytics-driven growth strategy.
- Lead go-to-market and product launch strategy that pairs brand positioning with technical understanding of the product being launched.

FEATURED WORK

Grace-Wave | *Content Platform*

- Led brand and content direction for a platform sharing sermons, books, and study notes to a global audience.

SmartTrack | *Business Management Platform*

- Shaped positioning for a business dashboard built for Nigerian entrepreneurs, translating a real operational pain point into product messaging.

Client Brand Builds

- Directed brand and messaging strategy across education, tech, and nonprofit sectors, each tailored to a distinct audience.

EDUCATION

University of Nicosia — Cyprus
Blockchain and Digital Currency

Udemy
Marketing Course

SKILLS

Strategy & Marketing: Brand Strategy, Growth Marketing, Content Strategy, Community Management, Social Media Strategy, Product Launch, Content Creation

Also brings: Full-stack development (React, Node.js) useful for campaigns and product marketing that need to speak accurately to a technical product.