

Seyi Alabi

**Social Media Manager Portfolio**

“Crafting Social Conversations That Convert”

# Seyi Alabi



## About Me

🎯 Social Media Strategist

📍 Based in Toronto

🔧 I build brands people talk about

👥 7 years building engagement for brands

📱 Fluent in Reels, X, TikTok, and Google Sheets

**Skilled in:** Strategy | Content Creation | Influencer Coordination | Paid Ads | Community Management

**Tools:** Meta Suite, Hootsuite, Canva, CapCut, ChatGPT



# MY APPROACH TO SOCIAL MEDIA

1. **Strategy** – Set clear goals, audience insights & positioning
2. **Content Creation** – Build content calendar with diverse formats
3. **Influencer Management** – Source, brief & manage creators
4. **Publishing** – Schedule, monitor & optimize across platforms
5. **Analytics** – Monthly reporting + recommendations

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## BRANDS I'VE WORKED WITH

- **Munch It** – Content strategy & influencer management for BBN campaigns & snacking occasions
- **Nutrify Nigeria** – Social media launch, growth & influencer rollout
- **Kellogg's Nigeria** – Campaigns for Mother's Day, Children's Day, and school outreach
- **Omnibiz** – Social storytelling for tech-enabled distribution



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# A FEW CASE STUDIES

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# CASE STUDY – NUTRIFY NIGERIA LAUNCH

**Objective:** Launch the Nutrify multivitamin brand online and drive awareness and sales for its multivitamins

**Strategy:** Created launch content calendar, giveaways, DM sales and relevant influencer partnerships

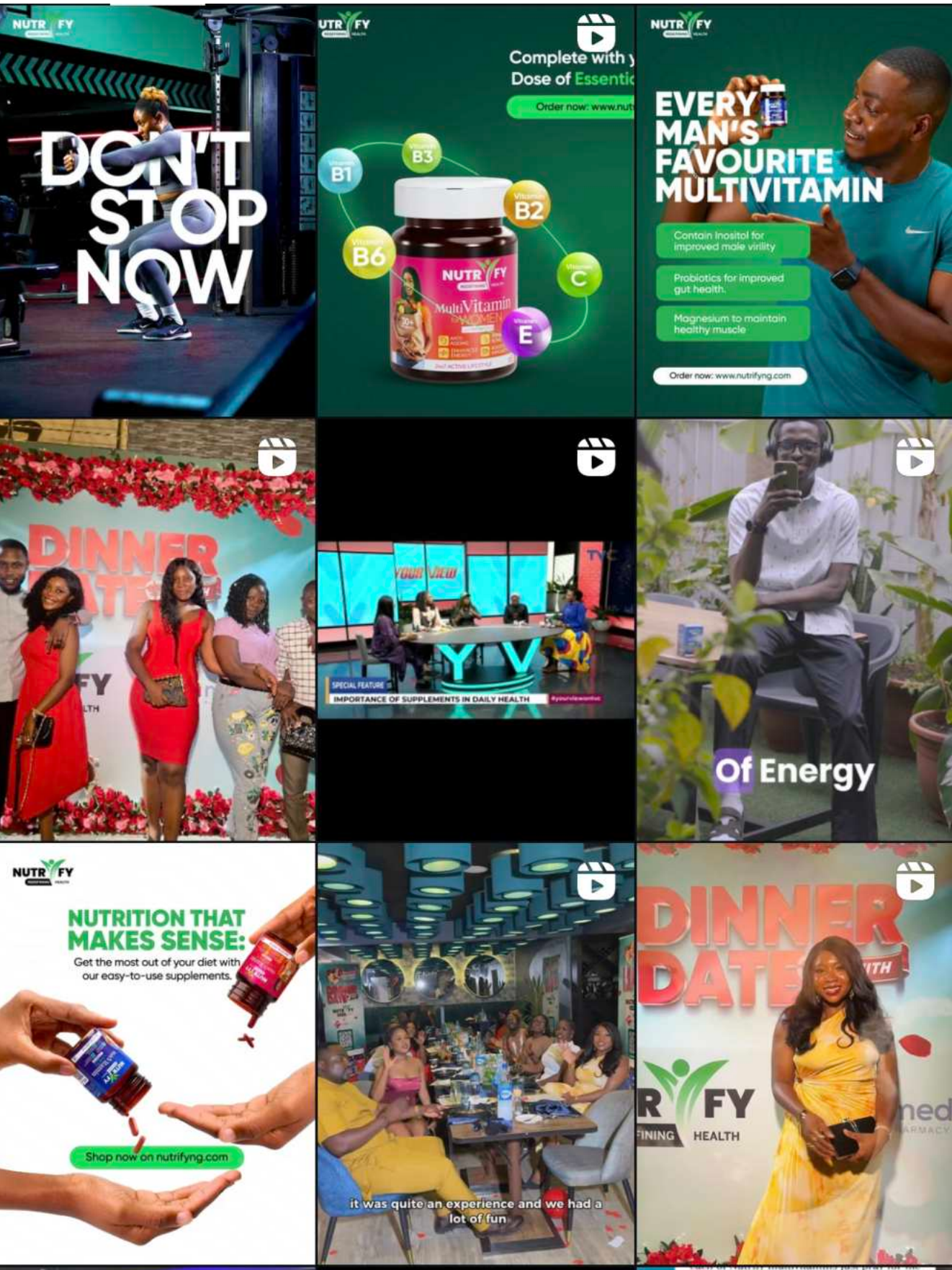
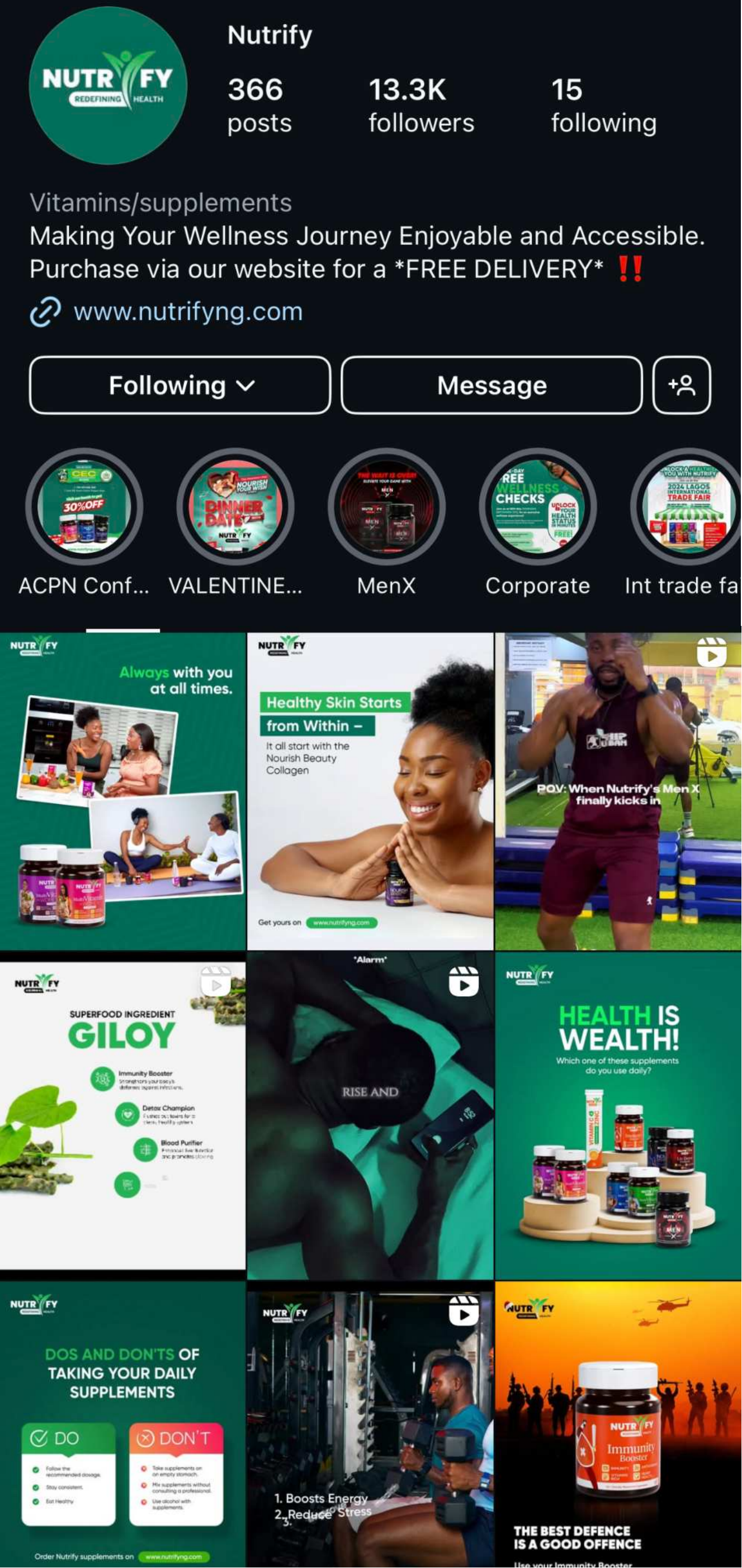
**Execution:**

- Instagram + Twitter brand voice building
- Influencer seeding: lifestyle, fitness and wellness creators
- Engaging CTA-based posts and Reels

**Results:**

- 10K active followers in 60 days
- Over 7million total campaign reach
- High engagement on posts

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# CASE STUDY – MUNCH IT X BIG BROTHER NAIJA CAMPAIGN

**Objective:** Drive top-of-mind awareness and real-time engagement during BBN

**Strategy:** Created snackable content and partnered with influencers for Task Day hype

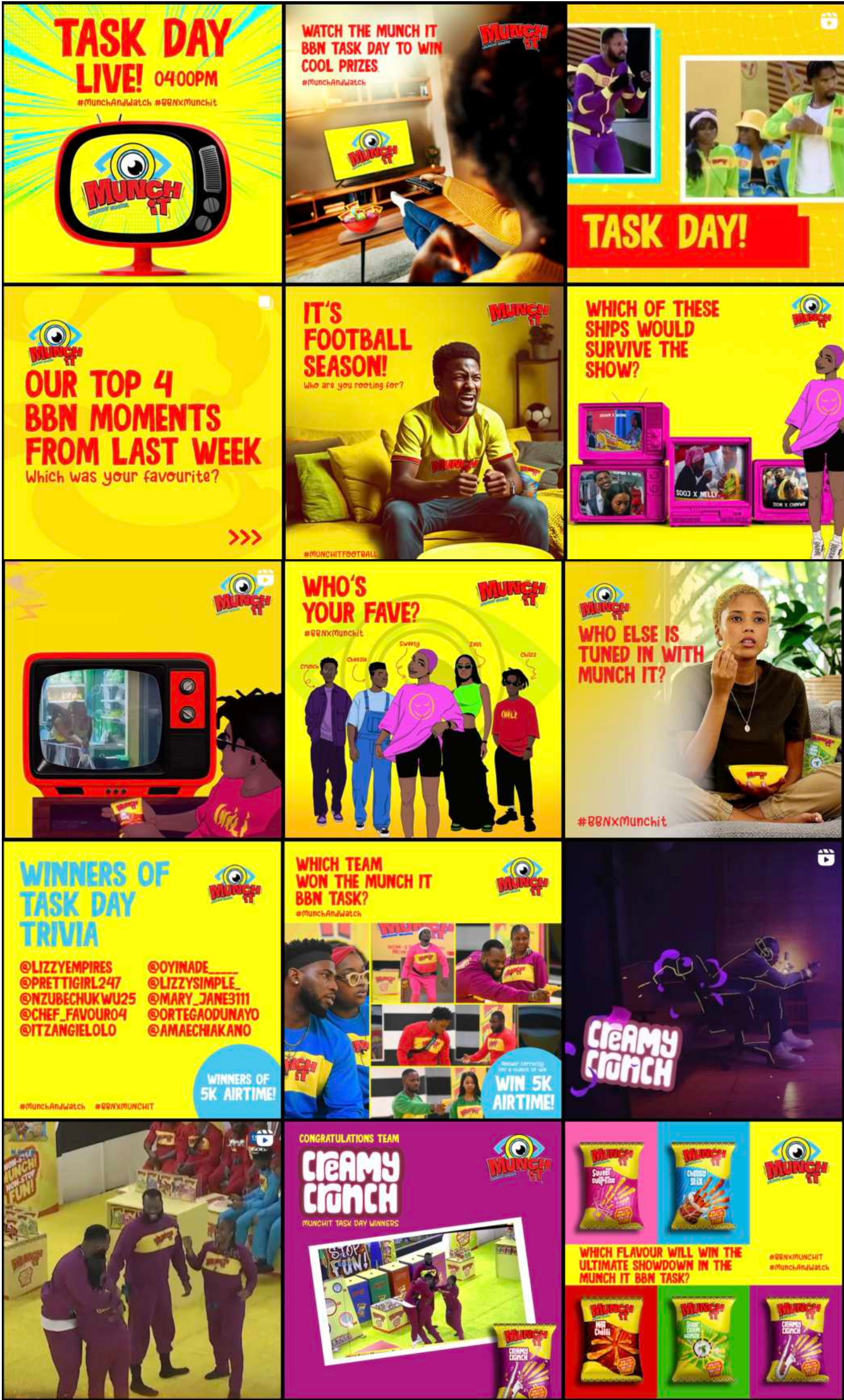
## Execution:

- Reels, memes & tweets reacting to BBN moments
- Influencer live tweets & story takeovers
- Leveraged BBN housemate personalities as “flavour characters

## Results:

- 40% increase in IG engagement
- 19million plus reach across platform
- #MunchItBBN was number 2 **trending** on X Nigeria
- Campaign **outperformed** past 3 seasons

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For you
Trending
News
Sports
Entertainment

### Nigeria trends

South Africans

127K posts

1 • Trending

#BBNxMunchIT

12.8K posts

2 • Trending

50,000,000 \$DOGS GIVEAWAY

3,889 posts

3 • Trending

Bitget Wallet

# CASE STUDY – KELLOGG'S MOTHER'S DAY CAMPAIGN

**Objective:** Celebrate mums and boost emotional connection with the brand

**Strategy:** “Mum: The Original Greats” – a user-driven tribute campaign

## Execution:

- Influencer storytelling + community UGC
- Personalized AI avatars as giveaways
- Engaging Instagram stories & reels

## Results:

- **3.9K** entries for tribute giveaway
- **7,620,759** reach during campaign period

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The top section of the campaign visual features three Polaroid-style photos hanging from a string with blue clips. The photos depict: a woman flexing her arm, a woman smiling, and a woman holding a young child. The Kellogg's logo is in the top right corner.

**Celebrate the Original Greats**

Post a picture and share a heartwarming story of a mum you know on your page this Mothers day using  
**#MumTheOriginalGreats**

**WIN**  
A Kellogg's Mother's Day giftbox and free supply of Kellogg's!



The bottom section is a grid of ten images. The top row shows five women in various outfits. The bottom row shows five women in superhero costumes (Wonder Woman, Supergirl, etc.). Each image has a small pink label at the bottom with a title like 'Inspiring Mum!', 'Exceptional Mum!', 'Trailblazing Mum!', 'Admirable Mum!', and 'Resilient Mum!'.

# CONTENT SAMPLES

“Content That Clicks”

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# CONTENT SAMPLES



“Content That Clicks”

**NUTRIFY**  
REDEFINING HEALTH

## DID YOU KNOW?

Order now: [www.nutrifyn.com](http://www.nutrifyn.com)

75% of adults are low on Vitamin D – Are you getting enough?

**NUTRIFY**  
REDEFINING HEALTH

**MultiVitamin for Women**  
ANTI-AGING, ENHANCES ENERGY, BOOSTS IMMUNITY, IMPROVES STAMINA, ENHANCES BONE HEALTH

**Immunity Booster**  
IMMUNITY, ANTIOXIDANT, VITAMINS RICH, HEART HEALTH

**MultiVitamin for Men**  
IMPROVES STAMINA, ENHANCES ENERGY, BOOSTS IMMUNITY, 24/7 ACTIVE LIFESTYLE

**NUTRIFY**  
REDEFINING HEALTH

## AGING IS GOOD IT SHOULD FEEL GREAT WITH THE

**NUTRIFY JOINT EASE FORMULA**

Order now: [www.nutrifyn.com](http://www.nutrifyn.com)

**NUTRIFY**  
REDEFINING HEALTH

## FORTIFIED DEFENSE

**IMMUNITY BOOSTER**  
IMMUNITY, ANTIOXIDANT, VITAMINS RICH, HEART HEALTH

## BONE STRENGTH

**MultiVitamin for Men**  
IMPROVES STAMINA, ENHANCES ENERGY, BOOSTS IMMUNITY, 24/7 ACTIVE LIFESTYLE

## IMPROVED VISION

**MultiVitamin for Women**  
ANTI-AGING, ENHANCES ENERGY, BOOSTS IMMUNITY, IMPROVES STAMINA, ENHANCES BONE HEALTH, 24/7 ACTIVE LIFESTYLE

0:06

**NUTRIFY**  
REDEFINING HEALTH

## EVERY MAN'S FAVOURITE MULTIVITAMIN

- Contain Inositol for improved male virility
- Probiotics for improved gut health.
- Magnesium to maintain healthy muscle

Order now: [www.nutrifyn.com](http://www.nutrifyn.com)

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# CONTENT SAMPLES

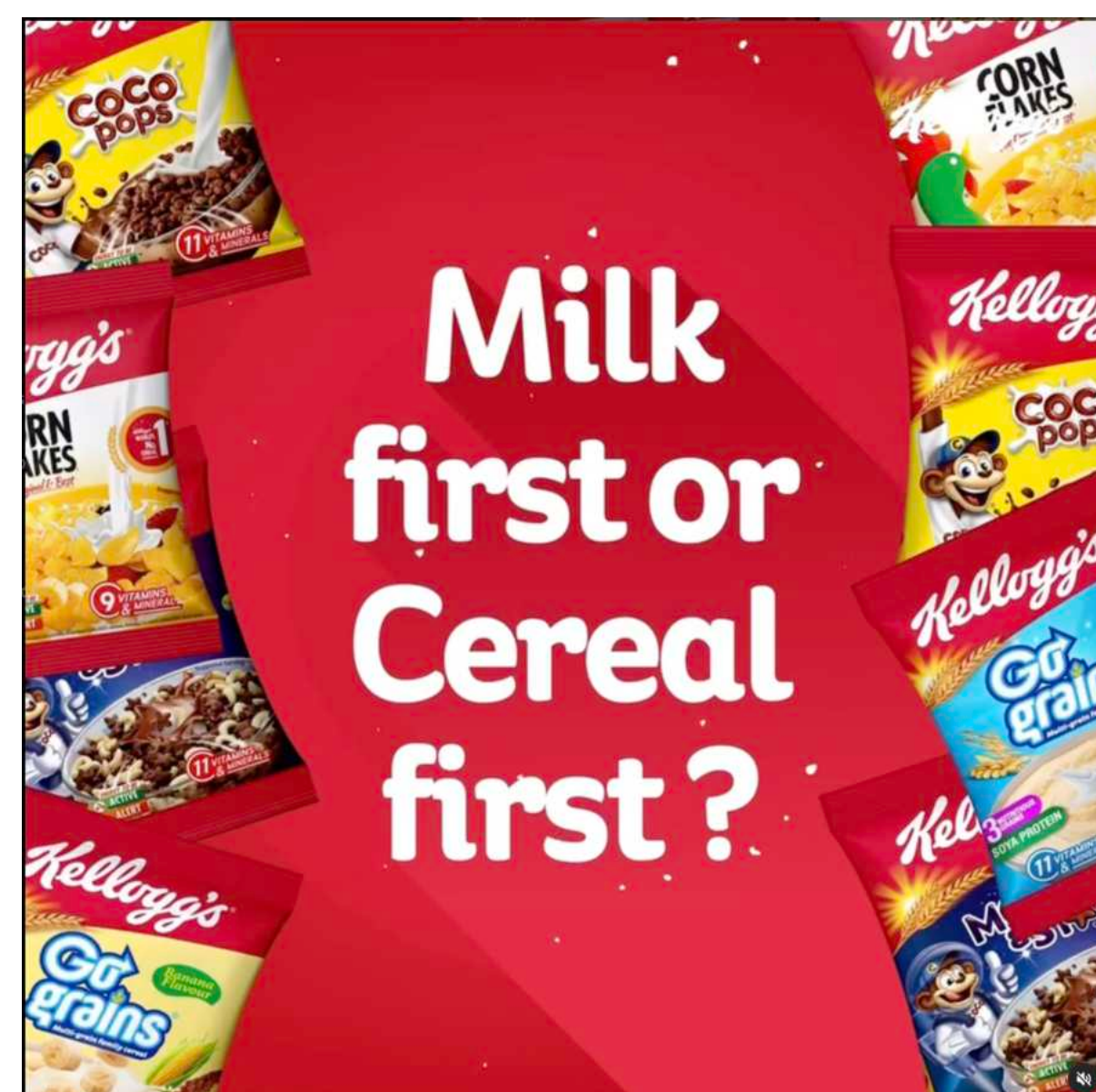


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# CONTENT SAMPLES

*Kellogg's*

“Content That Clicks”

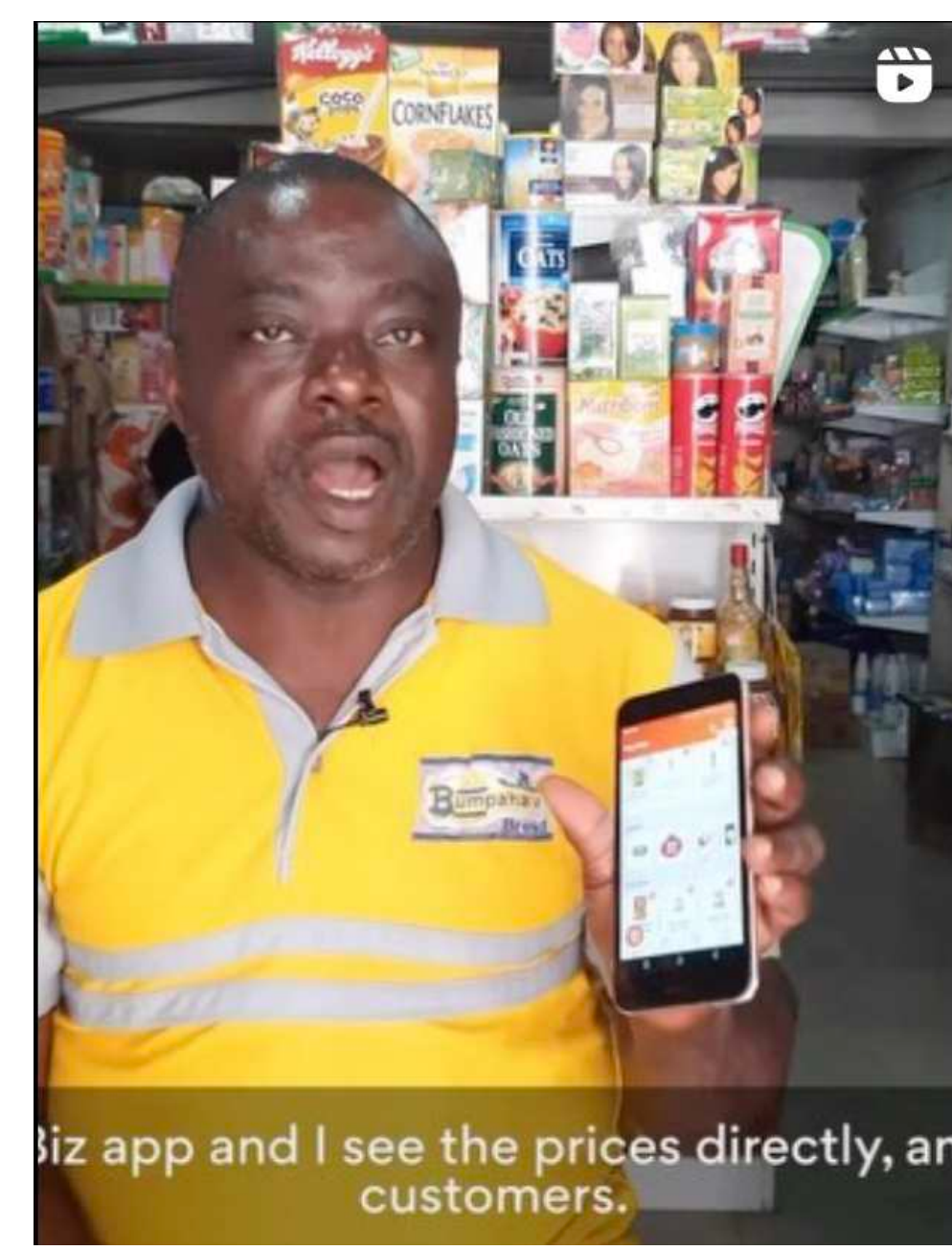
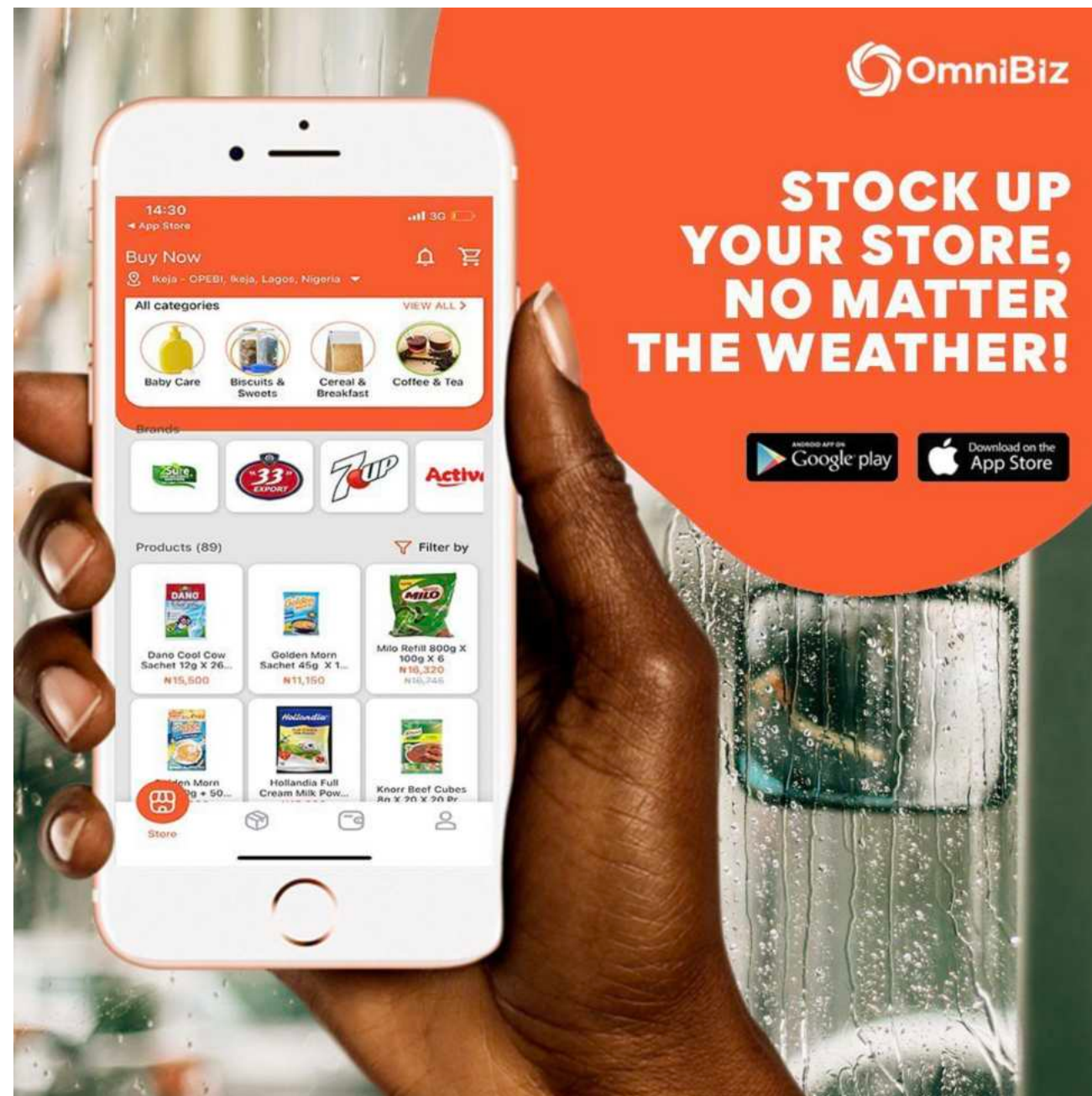


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# CONTENT SAMPLES



“Content That Clicks”



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# CONTENT SAMPLES

“Content That Clicks”



MOL  
push the limits

Which MOL product  
are you gifting bae?

A) Earbuds for peace  
B) USB bracelet for no excuses  
C) Power bank because romance runs on 100% charge

MOL  
push the limits

OTHER BRACELETS: JUST FOR SHOW.  
THIS ONE? FOR SHOW AND CHARGE

FIERCE + L  
USB BRACELET

MOL  
push the limits

Flowers die.  
Chocolates melt.  
But a MOL gadget?  
That's love that  
actually lasts.

Happy Valentine's Day

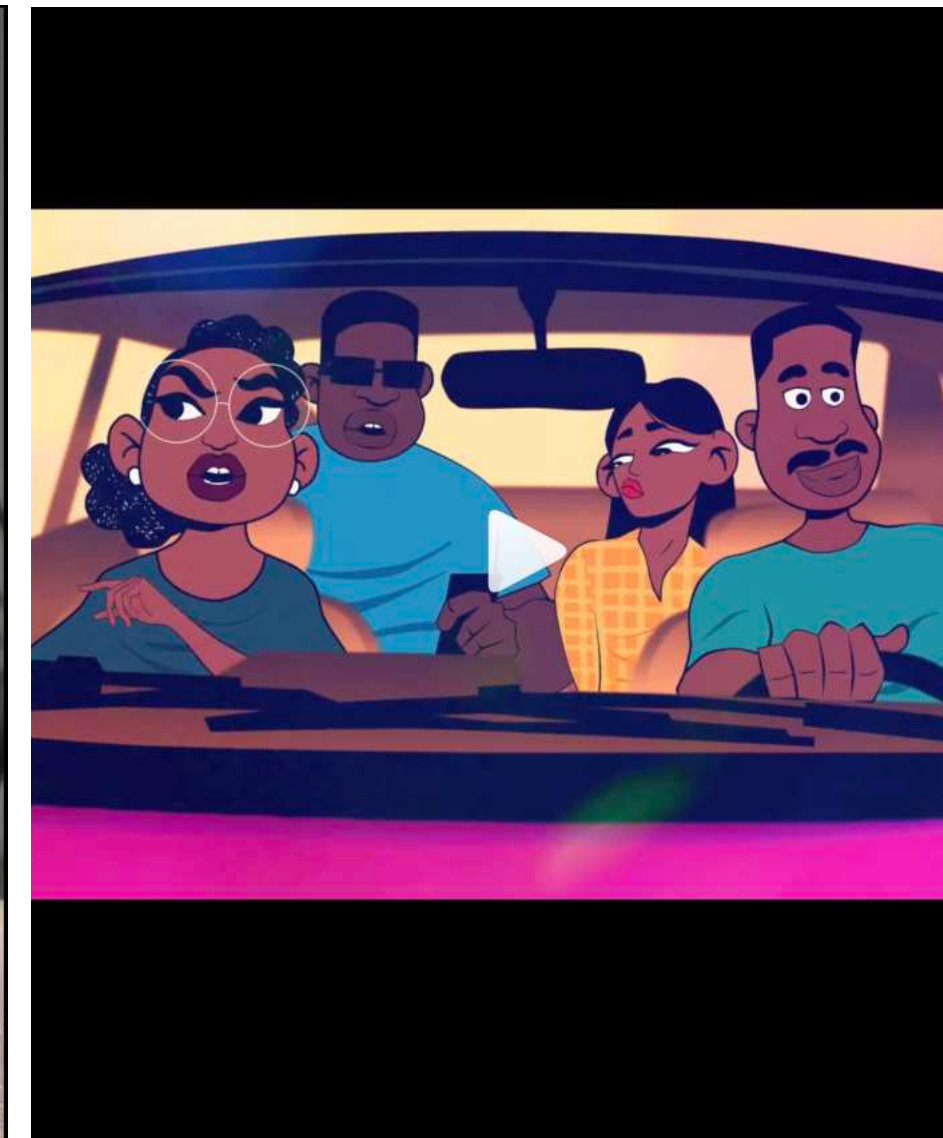
SIGNED MOL ♥

#MOLVALENTINE

MOL  
push the limits

POWER YOUR  
ESSENTIALS  
WITH MOL  
EXTREME

#POWERBOX



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WHAT SEYI  
ALABI BRINGS  
TO THE TABLE

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# WHAT I BRING

- Audience-first strategy & real engagement
- Multi-platform execution (Reels, X, Threads, TikTok)
- Storytelling that connects purpose with performance
- Influencer management with results, not guesswork

## 💡 Brands I Admire

Paystack • Flutterwave • UNICEF • TechHer • ONE Campaign

## 💪 Strengths I'm Using

Creative strategy • Clean execution • Relatable voice • Data-backed decisions

## 🌱 What I'm Growing

Community campaigns • Social + paid synergy • AI for content & listening

## ❤️ Why Your Brand?

Purpose-led content + a chance to make people *feel* something. Let's build a voice people remember.

*"The best stories move people — not just through the funnel, but to action."*

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# LET'S WORK!

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