



# **Social Media & Content Portfolio**

**By Fregene Dorcas**

# Welcome to my portfolio!

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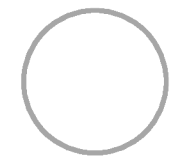
**Hi, I'm Fregene Dorcas Eyitemi—a content writer and social media strategist passionate about storytelling and digital engagement. I create compelling content that informs, inspires, and drives results.**

**What I Offer:**

- ✓ Blog & Article Writing**
- ✓ Website & Brand Copy**
- ✓ Social Media Strategy & Management**
- ✓ Video scripts & content creation**

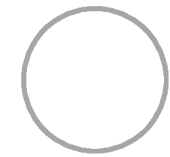


# Table of Content



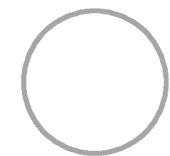
About Me

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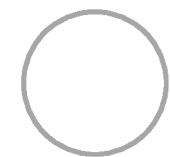
Vision / Mission

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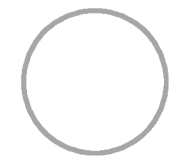
Personal Skills

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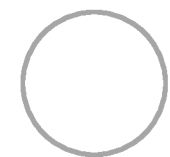
Work Experience & Certs.

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Portfolio

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Contact

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## About Me

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**I'm Fregene Dorcas Eyitemi, a content writer and social media strategist with over three years of experience in crafting compelling narratives and driving digital engagement.**

**My expertise spans blog writing, website content, email marketing, and social media strategy. I specialize in helping brands connect with their audience through creative storytelling and impactful content.**

## My Hobbies & Interests:

- Writing & storytelling
- Watching movies & exploring film narratives
- Trying out new foods & culinary experiences
- Socializing & networking
- Traveling & discovering new cultures

**2,000+**

Followers

**10**

Clients

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**30%**

Sales

**700+**

Contents

As a business owner, your time is valuable, and focusing on growth is your priority.

I'm here to help you streamline content creation and social media management so you can focus on what truly matters—scaling your business.

## **Vision**

To be a trusted expert in digital marketing and content creation, helping businesses grow and establish a strong online presence.

## **Mission**

To provide creative and strategic digital solutions that save time, enhance brand visibility, and drive engagement for businesses and entrepreneurs.

## Soft Skills

- Creativity and storytelling
- Strong communication skills
- Time management and organization
- Problem-solving ability
- Attention to detail
- Teamwork and collaboration
- Adaptability and flexibility
- Critical thinking

## Technical skills

- Content writing and editing
- Social media management
- Blog and website content creation
- Content strategy development
- Research and analytical skills

## Tools

- Canva & Adobe illustrator (Graphic Design)
- Google Docs & Microsoft Word (Content Writing)
- ChatGPT & Copy.ai (AI Content Generation)
- Snapseed

# Work Experience

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- **Content Writer | PowerPlug Innovation Africa (2021 - Present)**

Developing monthly social media content, customer notifications, and content calendars. Managing brand communication to boost engagement and sales for 3+ years.

- **Content Writer | DNTY Recruitment (Dec 2023 - Mar 2024)**

Created engaging content for job listings and company branding.

- **Content Strategist & Virtual Assistant | E-World Multimedia Company (2024 - Present)**

Overseeing content strategy for storytelling, multimedia projects, and brand messaging while providing virtual assistance for seamless business operations.



# Work Experience

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- **Social Media Manager | THOC Events & THOC Homes (2024 - Present)**

Curating and executing strategic social media content to boost engagement, enhance brand visibility, and attract potential clients across event planning, real estate, and other professions.

- **Graphics Designer | FortunesHQ & PowerPlug (2022 - 2023)**

Designed creative visuals, marketing materials, and branding assets to enhance digital presence.

# My Certifications



Certificate no: UC-4800daae-3c87-4dac-8318-eb58ceae77ee

Certificate url: ude.my/UC-4800daae-3c87-4dac-8318-eb58ceae77ee

Reference Number: 0004

CERTIFICATE OF COMPLETION

**Master Storytelling for Sales: Complete Course and Workbook**

Instructors **Debbie, Your Write Choice**

**Fregene Dorcas**

Date **March 10, 2025**

Length **3.5 total hours**



Certificate no: UC-79155016a-f125-4598-bd95-a6e892dc3876

Certificate url: ude.my/UC-79155016a-f125-4598-bd95-a6e892dc3876

Reference Number: 0004

CERTIFICATE OF COMPLETION


**AI for Bloggers: SEO, Content Writing & Optimization**

Instructors **Khadin Akbar, Khadin Akbar Support**

**Fregene Dorcas**

Date **March 10, 2025**

Length **2.5 total hours**



Certificate no: UC-4cb4daea-407d-4336-8d8d-c5fa6bbb6a75

Certificate url: ude.my/UC-4cb4daea-407d-4336-8d8d-c5fa6bbb6a75

Reference Number: 0004

CERTIFICATE OF COMPLETION

**Elevate Your Content with ChatGPT: Tips, and Techniques**

Instructors **Gopaluni Sai Karthik**

**Fregene Dorcas**

Date **March 10, 2025**

Length **1.5 total hours**



Certificate no: UC-97d32f88-c4e3-475d-9eb6-55aaa82b5e82

Certificate url: ude.my/UC-97d32f88-c4e3-475d-9eb6-55aaa82b5e82

Reference Number: 0004

CERTIFICATE OF COMPLETION

**Professional Certificate in SMM Social Media Marketing**

Instructors **MTF Institute of Management, Technology and Finance**

**Fregene Dorcas**

Date **March 10, 2025**

Length **2.5 total hours**



Certificate no: UC-ab2a67cd-b659-4fa1-abcb-2b3e426da109

Certificate url: ude.my/UC-ab2a67cd-b659-4fa1-abcb-2b3e426da109

Reference Number: 0004

CERTIFICATE OF COMPLETION

**Social media marketing strategy 2023. Launch your SMM!**

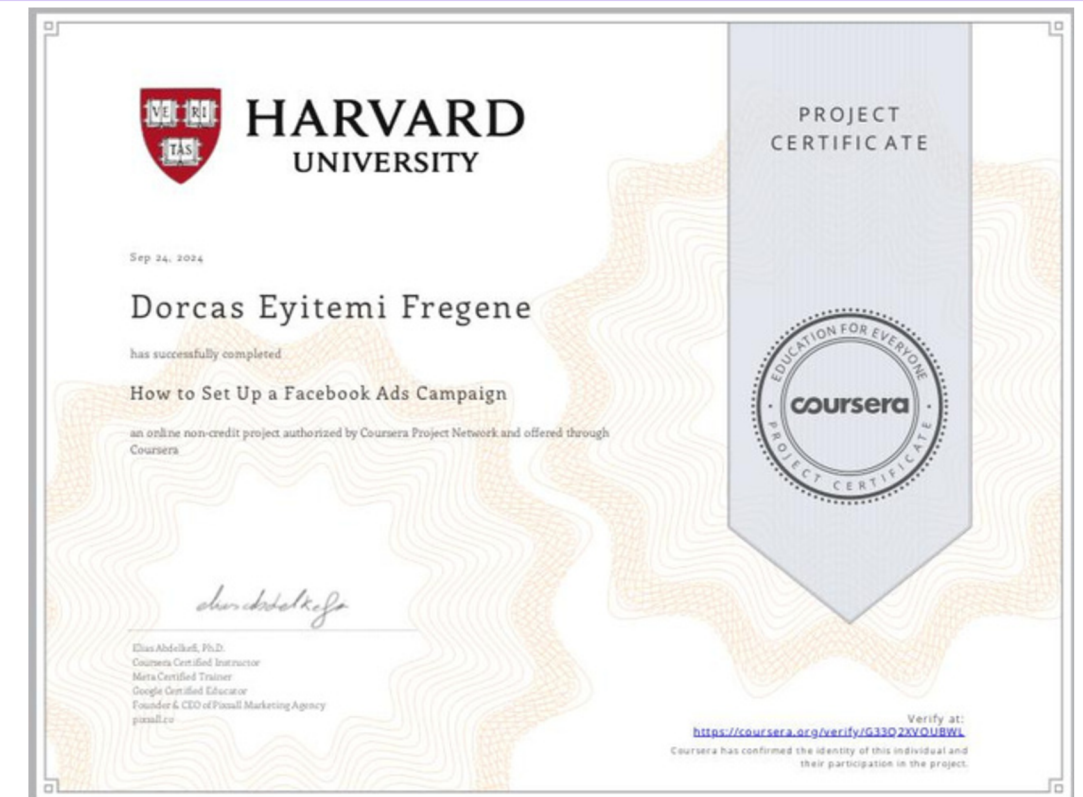
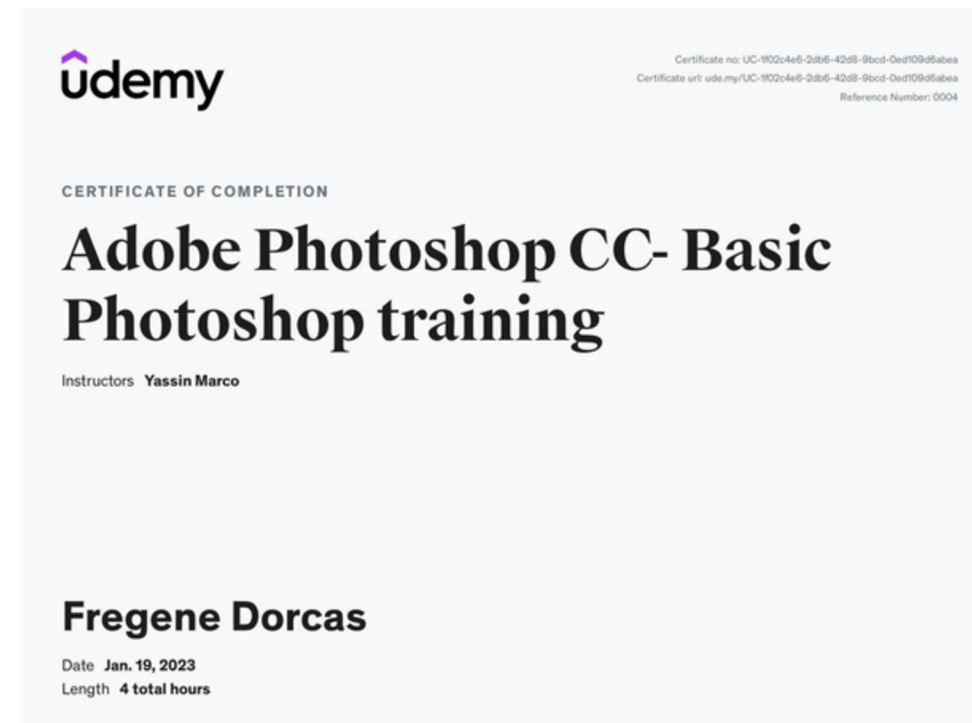
Instructors **Anton Voroniuk**

**Fregene Dorcas**

Date **Jan. 17, 2023**

Length **2 total hours**

# My Certifications





# Brand 1

**PowerPlug Innovation Africa is a fast-growing digital solutions brand that provides seamless airtime, data, electricity, and cable TV subscriptions.**

- **Objective:**  
**Create engaging content and manage social media to boost brand visibility.**
- **Brand Solution:**  
**Develop strategic campaigns, handle customer interactions, and drive conversions.**



## Brand 2

**THOC Events is a premier event planning and management brand specializing in unforgettable social and corporate events.**

- **Objective:**  
**Craft compelling event content and manage digital presence.**
- **Brand Solution:**  
**Design creative campaigns, enhance engagement, and attract event bookings.**



# Brand 3

**THOC Homes is a lifestyle brand specializing in house artwork, flowers, and paintings to elevate interior spaces.**

- **Objective:**  
**Create engaging content that highlights the beauty and value of home decor.**
- **Brand Solution:**  
**Develop strategic marketing campaigns, manage social media, and drive sales for home aesthetics.**





# Blog Posts & Stories

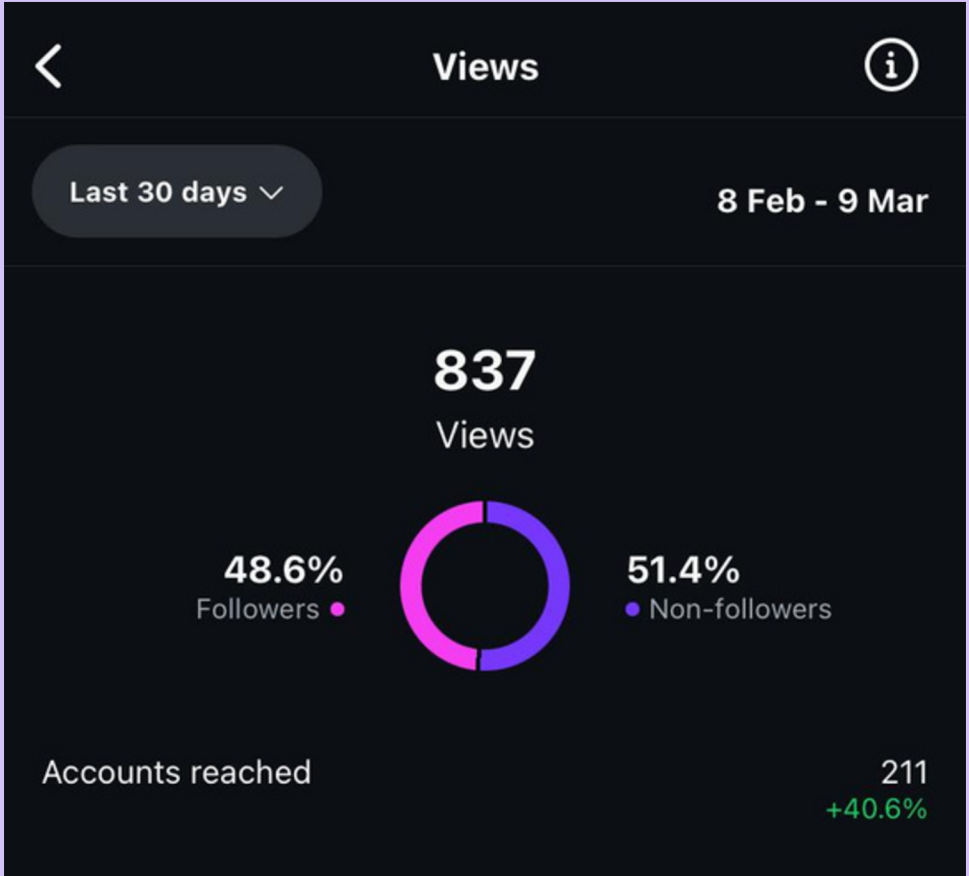
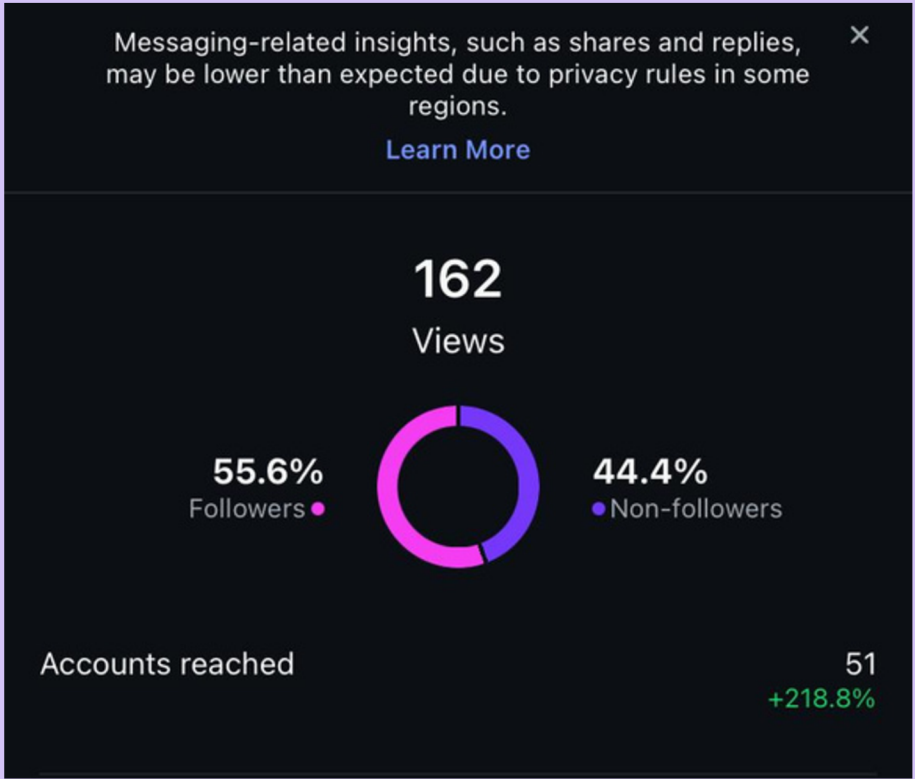
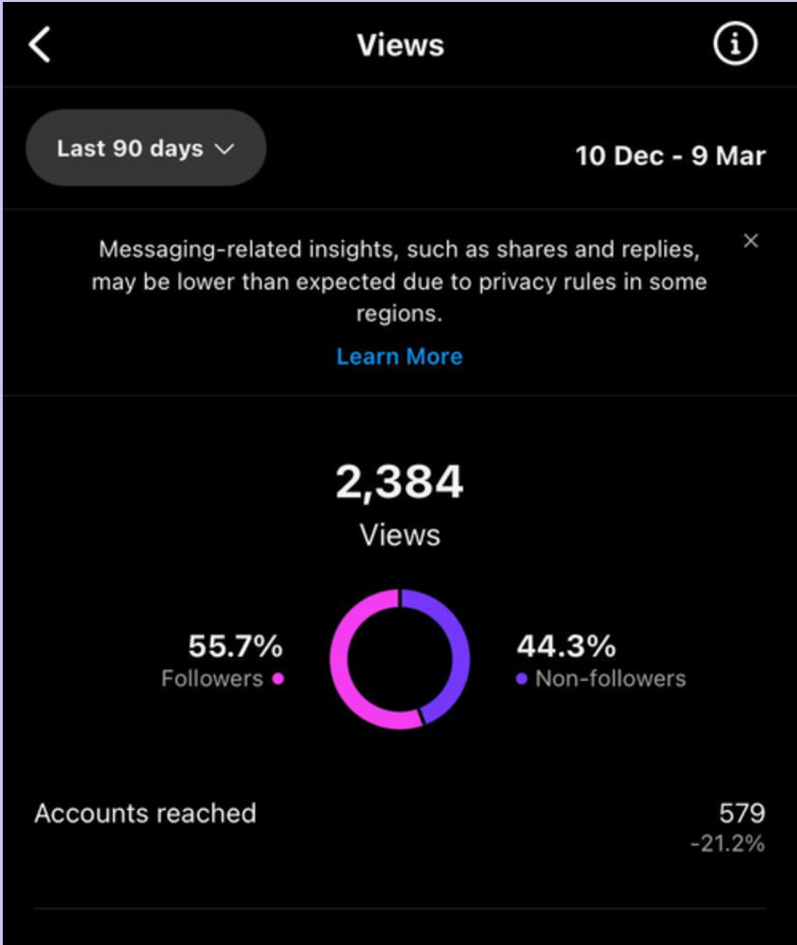
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- **Blog post 1:** <https://powerplug.ng/blog/news/things-you-should-know-about-prepaid-meters-in-nigeria>
  - **Bog post 2:** <https://powerplug.ng/blog/news/cheers-to-how-far-weve-come-this-year>
  - **Blog post 3:** <https://powerplug.ng/blog/news/avoid-the-rush-stay-connected-with-powerplug>
  - **Blog post 4:** <https://www.dfregene.com/news/letting-go-of-fear-owning-your-path>
  - **Blog Post 5:** <https://www.dfregene.com/news/rising-from-setbacks>



# Reels & Motion graphics scripts

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- <https://www.instagram.com/reel/CvPWT0pIRwu/?igsh=MTRiNHZxbHF1Nm9sZw==>
  - <https://www.instagram.com/reel/Cq-na29ozx4/?igsh=YXExbDJwaWt4OHV2>
  - <https://www.instagram.com/reel/DGjsZPio5F4/?igsh=Mnl1bDEyNHp6cmlz>
  - <https://www.instagram.com/reel/CrcxmrPI8ew/?igsh=OTlucmV3YXg1aXl4>
  - [https://www.instagram.com/reel/DGTSp\\_Ds13H/?igsh=MTlzNjQ5dWlvNGl2bg==](https://www.instagram.com/reel/DGTSp_Ds13H/?igsh=MTlzNjQ5dWlvNGl2bg==)
  - <https://www.instagram.com/reel/DDxEKiUMFTk/?igsh=YjBsYXcyMXp4YTZr>

# Social Media Page Insight



Professional dashboard		8 Feb-9 Mar
Insights		
Views	↗ 481	>
Interactions	↗ 202	>
New followers	↗ 126	>
Content you shared	50	>

# My Social Media Brand Designs





# My Social Media Brand Designs



f t y i @FortunesHQ



@FortunesHQ f t y i



f t y i @FortunesHQ



Let's Work Together!

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