Digital Marketing Specialist

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Digital Marketing Specialist

Professional Summary: Web-savvy digital marketing expert with proven accomplishments in planning and executing web, SEO and social media campaigns with a view to create and maintain the company’s presence and image in the industry. Highly skilled in identifying trends and insights and optimizing performance, brainstorming new and creative growth strategies by using digital marketing docks. A committed individual who effectively evaluates end to end customer experience across multiple channels and touch points.

AREAS OF EXPERTISE

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| – CRM software expert | – Digital Communications |
| – Campaign Budget Administration | – SEO / SEM |
| – Digital Program Execution | – Digital Touchpoints Management |
| – Lead Generation | – Effectiveness Measurements |
| – Website Strategies | – Marketing Automation Strategies |
| – Social Media Management | – External Social Media Support |

KEY ACHIEVEMENTS  
• Increased the company’s online presence by 58% through strategically planned and executed digital marketing campaigns  
• Implemented a large social media campaign, increasing the company’s market share by 62% in the industry  
• Consistently met lead-generation targets through development and implementation of organic SEO initiatives  
• Trained 5 communication officers in handling social content and development of social media campaigns

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist  
2020 - present

**Social media 55**

* Digital Marketing implementation through SEO, SEM & Social Ads to drive sales for eCommerce websites across various industries.
* End-to-end SEO (Website audit, SEO campaign strategic planning, On-page SEO, Off-page SEO, progress measurement, SEO reporting).
* Set up and manage Google Search Ads campaigns (copywriting, AB testing, campaign optimization).
* Set up and manage Social Ads (Facebook & Instagram).
* Design custom landing pages for special campaigns to maximize the conversion rate.
* Performance Reporting (analytics dashboard, measure campaign performance, review key metrics, provide data-driven insights).

Digital Marketer

2019-2021 **Fiverr online marketplace**

* Created a demand generation platform to attract prospects.
* Managed marketing automation and email marketing programs by consistently finding new ways to optimize performance.
* Managed the Salesforce database.
* Led a comprehensive website rebuild with a design agency to increase conversion rates and reflected a complex product offering
* Worked with multiple agencies and numerous media partners to generate brand awareness and ultimately drive leads.
* **Platforms used:** Hubspot, Salesforce, FB Ads, LinkedIn Ads, Unbounce, Google Analytics, AdWords.

**Digital Marketing Consultant**

**2019-2020**

* Advisory role in various digital matters (SEA, SEO, analytics, media strategy), SEA strategy, optimization, and reporting.
* Recruitment mission to find a digital marketer (interview of candidates with an evaluation of their digital skills).

EDUCATION  
Advanced professional skill aquisition on Digital Marketing Management – 2016  
Faith Heroic Generation digital skill Hub.