

AGAMAH DANIEL OHEGAM

DIGITAL MARKETER & SOCIAL MEDIA EXPERT

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 [AgamahDaniel/Portfolio](#)

 [AgamahDaniel/LinkedIn](#)

PROFILE INFO

A Digital Marketing Expert with hands-on experience managing paid and organic campaigns across Meta, Google, creation of ad briefs, budgeting plans, and campaign analysis to support brand awareness, I specialize in blending creative storytelling with performance data to grow online visibility and drive engagement I'm vast in Website Development and can offer a variety of services to your brand.

EXPERIENCE

CRUZ RIDE TECHNOLOGY || DIGITAL MARKETER / SOCIAL MEDIA MANAGER

Ikota Villa Lekki Lagos | February 2025 - July 2025

- Launched Google Search campaigns with sitelinks (Play Store, App Store, Website), delivering 2,000+ rider downloads in 30 days at CPI of ₦120-₦150.
- Planned influencer-driven video content that showcased the Cruz experience; these videos achieved high engagement on TikTok and Reels, driving organic reach.
- Designed and managed Facebook & Instagram campaigns, boosting engagement by 40% and retargeting users for appinstalls.

DSCG MEGASCREEN SERVICES || SOCIAL MEDIA MANAGER

Lagos Mainland | August 2023 - January 2025

- Crafted ad creatives and promotional campaigns to boost awareness of MEGASCREEN solutions across Lagos.
- Managed Instagram and LinkedIn posts to highlight DSCG Global's services (screen sales, rentals, and installations).
- Built the Instagram company page from 0 to 1,000+ followers through targeted ads

COSMOPOLITAN SECURITY & ENQUIRER || SOCIAL MEDIA MANAGER

Remote | October 2022 - February 2023

- Developed paid ad strategies across Meta, Google, and X for brand awareness and beta testing goals.
- Drafted ad creatives and collaborated with the design team to produce performance-driven campaigns.
- Reported weekly on ad performance, social growth, and user engagement

EDUCATION

FEDERAL UNIVERSITY OF AGRICULTURE MAKURDI

2019 - 2023

Bachelor of Computer Science

COVENANT UNIVERSITY CEDS OGUN STATE

2023 - 2024

Digital Marketing & Social Media Management

TRAIL ALLEY ACADEMY LAGOS STATE.

2024 - 2024

Meta Ads/SEO/Google Analytics/Social Media Automation

PROFILE LINK



SKILLS & TOOLS

- CANVA
- CAPCUT VIDEO EDITING
- NOTION
- META BUSINESS SUITE
- ADS MANAGER SETUP
- GOOGLE ANALYTICS
- FIREBASE MOBILE APP INSTALL TRACKING SETUP
- EMAIL MARKETING
- Content Creation & Strategy
- SEO Optimization
- Website Marketing & Design
- Social Media Advertisement
- Meta ADS and Analytics
- Analytics and Weekly Report
- Community Management
- GOOGLE ADS
- Firebase Tracking

LEADERSHIP & ACTIVITIES

CDs President Certificate / Certificate of Recommendation

• NYSC SERVICE (De-wol Construction Ondo State) AUG 2024-AUG 2025

- Improved member participation and project execution through strategic planning and team motivation
- Represented the CDS group in meetings with local government officials, stakeholders, and NYSC coordinators.
- Oversaw execution of impactful TECH programs, improved member engagement, and maintained communication with key stakeholders.

• DIGITAL MARKETING INSTRUCTOR (Covenant Uni CEDS Ogun State) NOV 2023-AUG 2024

- Planned and delivered practical digital marketing training to 15 students, covering core topics such as social media strategy, content creation, and paid advertising.

REFERENCE

Available on Request