

STEPHEN JAMES

GROWTH MARKETER

📞 2347081405941 @chidieberestephenjames@gmail.com 🔗 www.linkedin.com/in/stephenchijames 📍 Nigeria

SUMMARY

I am an accomplished growth marketer with expertise in email marketing, niche market identification, and pay-per-click strategies. I am very proficient in Google AdWords and excel in building effective sales funnels and lead generation schemes. I am skilled in developing comprehensive e-commerce strategies to drive business growth. I constantly leverage these skills to enhance digital marketing efforts and achieve organisational objectives.

EXPERIENCE

Growth Marketer

Freelance

- 📅 01/2025 Present 📍 Remote
- Created visually appealing marketing materials using graphic design software to attract customers.
 - Streamlined email marketing campaigns for better customer retention rate
 - Overseeing conceptualization of 50 campaigns spanning brand building and new product releases.
 - Boosted sales through the creation and execution of targeted advertising campaigns

Digital Marketing Strategist

Self-employed

- 📅 09/2019 11/2024 📍 Remote
- Conducted market research to identify trends, competitor strategies, customer needs, and potential opportunities for growth in the digital landscape.
 - Leveraged keyword analysis to strengthen SEO strategies.
 - Oversaw social media coverage & performed competitor analysis while carefully monitoring consumer behavior to drive KPIs by 29%
 - Utilized predictive analytics tools to forecast future performance trends and make data-driven decisions for campaign optimizations.
 - Enhanced user experience on websites by conducting thorough audits and making data-driven improvements.
 - Analyzed campaign performance using Google Analytics, identifying areas of opportunity for growth and improvement.
 - Designed landing pages with optimized copy for higher conversion rates

Customer Service Executive

Diamond Bank Plc

- 📅 07/2016 07/2019 📍 Enugu, Nigeria
- Enhanced customer satisfaction by promptly addressing inquiries and resolving issues.
 - Boosted customer retention rates by providing exceptional service and building rapport with clients.
 - Assessed customer service trends and evaluated complaints to determine areas in need of enhancement.
 - Coached and mentored junior team members, contributing to their professional growth and development.
 - Leveraged strong interpersonal skills to build lasting relationships with customers, fostering brand loyalty and repeat business.
 - Contributed towards improving overall customer feedback scores by consistently delivering high-quality service experiences.
 - Reduced turn-around time through efficient problem-solving skills without sacrificing quality of service provided.

EDUCATION

Higher National Diploma

Institute of Management and Technology

📅 09/2010 09/2015 📍 Enugu State, Nigeria

STRENGTHS

✍️ Copywriting

Copywriting expertise leading to engaging content production

🎯 Targeted Direct Mail Campaigns

Ability to create targeted direct mail campaigns that drive customer engagement

📊 SEO

Strong understanding of SEO principles for website optimization

🧠 Consumer Behavior Analysis

In-depth analysis of consumer behavior to inform marketing strategies

🎬 Video editing

Proficient in video editing to create compelling visual marketing content

🎨 Animation

Ability to create animations for enhanced engagement in digital marketing

SKILLS

Animation E Commerce

Email Marketing Google Analytics

Predictive Analytics SEO

Video Editing Competitor Analysis

Communications Specialist

Content Strategy CRM

Creative & Innovative