

BENJAMIN ASABOR

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PROFESSIONAL SUMMARY

Dedicated sales and marketing professional with a strong foundation in both sales and marketing techniques. Adept at identifying opportunities for revenue growth and developing compelling and result driven marketing strategies. In the past years, I have worked with small, medium and large-scale organizations to increase their overall revenue through quality traffic-driven marketing and sales campaigns.

EDUCATION AND PROFESSIONAL QUALIFICATION

Delta State Polytechnic, Ugwashi Uku **2020**

- Higher National Diploma, Entrepreneurial Studies

Remnant Christian Network Seminary **2018**

- Diploma in theology

TRAINING CERTIFICATES

Dominion City Leadership Academy **2023**

- Training in leadership and management, Communication, Problem Solving, and Adaptability

Coursera **2022**

- Training in Communication and public speaking

Udemy **2021**

- Training in Copywriting
- Training in content writing
- Training in YouTube management and content creation

Testify LTD **2019**

- Training on graphics designs and illustration
- Social media advertising
- Google ads

PROFESSIONAL EXPERIENCE

Skillworks LTD **Head, Sales and Marketing** **2023**

- Developed and executed successful marketing campaigns that increased brand awareness by 30% and drove a 15% growth in lead generation.
- Conducted competitor analysis to refine the company's market positioning and competitive advantage
- Launched and managed influencer partnerships, resulting to 30% increase in social media followers and higher brand visibility.
- Implemented a lead nurturing process that increased the conversion rate of leads to customers by 25%

- Conducted market research to identify emerging trends and customer preferences, informing product development and product branding.
- Implemented a content marketing plan that led to a 40% increase in web traffic and engagement.
- Introduced a social media influencer program, which lead to a 50% increase in social media engagement and brand visibility.
- Conducted market surveys to assess customer satisfaction and gather insights, resulting in product improvements and a 15% increase in customer loyalty.

PROFESSIONAL EXPERIENCE - Continued

Ginosko Agency LTD

Social media manager

2019 – 2022

- Successfully rebranded the company including logo, social media handles and marketing materials, resulting in a modernized image and 20% boost in visibility and customer retention.
- Managed and maintained content calendar, ensuring consistent and high-quality posts across multiple media platforms including Facebook, Instagram and LinkedIn
- Monitored and analyzed social media metrics, providing insights and recommendations for improving content strategy, which led to a 20% increase in conversion rates.
- Executed successful paid social media advertising campaigns, achieving a 15% reduction in cost per click (CPC) and a 10% increase in conversion.
- Stayed up-to-date with social media trends and algorithm changes, ensuring the brand's content remained relevant and visible to the target audience.
- Launched and managed influencer partnerships, resulting to 30% increase in social media followers and higher brand visibility.

TECHNICAL SKILLS

- Email marketing and automation
- Social media management
- Video editing and graphics design
- Lead generation
- Advertising platforms such as Google ads, social media ads
- Team leadership
- Search engine optimization
- Content management system (CMS)
- Copywriting

PERSONAL PROJECT

- Founded a podcast YouTube channel with over 1,000 online followers.
- Keynote speaker at youth empowerment events.
- Sales and marketing instructor at local sales and marketing masterclasses.

REFEREE

- To be provided on request.