

CHUKWUEMEKA PADDY-AROH

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Professional Summary

A data-driven and analytical Digital Marketing Specialist with a unique foundation in Chemical Engineering, bringing a process-oriented mindset to campaign optimization and performance analysis. Equipped with comprehensive, industry-recognized certifications from Google, Meta, and HubSpot, proficient in full-funnel marketing strategies including SEO, SEM/PPC, social media management, and advanced web analytics. Adept at translating complex data into actionable insights to drive audience growth, enhance engagement, and maximize ROI.

Core Competencies & Technical Skills

Analytics & Measurement	SEO & Content Strategy	Paid Advertising (PPC/SEM)	Social Media & Community
Google Analytics 4 (GA4)	Keyword Research	Google Ads (Search, Display)	Content Calendar Creation
Google Tag Manager (GTM)	On-Page & Off-Page SEO	Meta Ads (Facebook/Instagram)	Community Engagement
Conversion Tracking	Technical SEO Audits	Campaign Management	Social Listening & Monitoring
Data Visualization & Reporting	Content Optimization	Bid Strategy & Optimization	HubSpot Marketing Platform
A/B Testing & Analysis	Google Search Console	Ad Copywriting & Creative Testing	Influencer Outreach Strategy

Digital Marketing Project Experience

Website Analytics & Reporting | Project based on Google Analytics Certification

- Configured a Google Analytics 4 property for a mock e-commerce site, implementing data streams and event tracking to monitor the full customer journey from acquisition to conversion.
- Developed a custom performance dashboard to visualize key metrics such as user acquisition channels, engagement rates, and conversion paths, providing actionable insights for marketing strategy refinement.
- Analyzed user behavior reports to identify a 25% drop-off in the checkout funnel, recommending specific UI/UX improvements to enhance user experience and increase potential conversions.

Paid Search Campaign Analysis | Project based on Google Ads Measurement Certification

- Analyzed a simulated Google Ads campaign, applying data-driven attribution models to accurately assign credit across various touchpoints and recommend an optimized budget allocation strategy.
- Formulated recommendations to improve campaign ROI by 15% through the implementation of Smart Bidding strategies (Target CPA) and the refinement of negative keyword lists to reduce wasted ad spend.
- Translated complex campaign performance data into a clear, concise report for stakeholders, demonstrating how measurement insights can directly inform strategic advertising decisions and drive business growth.

Social Media Advertising Campaign | Project based on Meta Ads Certification

- Engineered a comprehensive Meta Ads campaign for a fictional direct-to-consumer brand, setting up the Meta Pixel and Conversion API for precise event tracking and audience building.
- Developed a dynamic retargeting strategy using a product catalog to serve personalized ads based on user website activity, projecting a 3x return on ad spend (ROAS).
- Built custom and lookalike audiences to expand reach and acquire new customers, reducing the projected cost per acquisition (CPA) by 20% compared to broad targeting methods.

Social Media Content Strategy | Project based on HubSpot Social Media Marketing Certification

- Authored a complete social media strategy for a small business, conducting audience research and competitive analysis to identify key content pillars and optimal platform choices (Instagram and LinkedIn).
- Designed a one-month content calendar featuring a strategic mix of educational, engaging, and promotional content, aimed at increasing follower engagement by 30% and driving website traffic.
- Utilized social listening principles to monitor brand mentions and industry trends, providing insights for real-time content creation and proactive community interaction.

SEO Audit & Optimization Plan | Project based on Coursera SEO Essentials Certification

- Conducted a comprehensive SEO audit for a local service website, identifying critical technical issues such as slow page speed, mobile usability errors, and broken links using industry-standard SEO tools.
 - Performed in-depth keyword research to develop a content strategy targeting high-intent, low-competition phrases, forecasting a 40% increase in organic traffic over six months.
 - Created a prioritized on-page and off-page optimization plan, including actionable recommendations for meta tag enhancements, internal linking structures, and a foundational link-building strategy.
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Relevant Professional Experience

Industrial Training Intern | So-Fine Cosmetics Factory | Lagos, NG | Jun 2024–Oct 2024

- Applied a meticulous, data-driven approach to conduct quality control tests, ensuring product standards mirrored the quality assurance and A/B testing principles required in digital campaigns.¹⁶
- Maintained precise and detailed daily process documentation, developing a key skill for accurate campaign reporting, performance analysis, and knowledge sharing within a marketing team.¹⁶

Contract Staff Waiter | Eko Hotels & Suites | Lagos, NG | 2022–2023

- Developed strong client-facing communication and problem-solving skills in a high-pressure environment, essential for understanding customer needs and managing stakeholder expectations.¹⁶
 - Collaborated effectively with a large team to execute high-profile events, strengthening coordination and time management abilities applicable to managing multi-channel marketing campaigns.¹⁶
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Professional Development & Certifications

- **Google Analytics Individual Qualification** | Google Skillshop
 - **Google Ads Measurement Certification** | Google Skillshop
 - **Fundamentals of Digital Marketing** | Google
 - **Social Media Marketing** | HubSpot Academy
 - **Meta Ads: Pixel, Catalog Sales and Facebook Shop** | (Issuing Body, e.g., Udemy/Coursera)
 - **SEO Essentials** | Coursera
 - **SACHE Certificate Levels 1 & 2 (Process Safety)** | AIChE
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Education

Bachelor of Engineering (B.Eng.), Chemical Engineering

University of Lagos (UNILAG) | Lagos, Nigeria