

Osiomwanuri Osasuyi Daniel

Digital Marketing Associate

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Portfolio:

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Hello,

I'm a Digital Marketing Associate with a strong background in SEO content, email marketing, and paid advertising. I've created 100+ articles across healthcare, e-commerce, tech, and lifestyle industries, and driven over ₦6 million in revenue through strategic email campaigns. My paid ad campaigns have reached over 1 million people and generated 300+ leads for product launches and awareness campaigns. I specialise in turning strategy and audience insights into marketing content and campaigns that build brand visibility, generate leads, and increase conversions.

Experience

Gbolt Media: Ad and Email Marketing Specialist || Abuja / Remote || Nov 2024 - till date

Technologies used: Meta Ads Manager, Business Suite, Brevo, and WordPress

- Created a campaign that acquired over 300 leads, which resulted in the first 500 users and 150+ subscribers for a client tool

Some key results:

- Managing ad strategy for awareness, signup and launch campaign
- Created email campaign sequence for new waitlist signup with an 80% delivery rate
- Reached over 500,000 people with campaigns which increased brand awareness
- Optimised and scaled campaigns based on the best-performing ad creatives to improve results

Freelance: Social Media Marketing and Ads Specialist || Remote || 2021 - till date

Technologies used: Meta Ads Manager, Business Suite, IG Ads, MailChimp

- Created strategies that helped clients generate over ₦5 million from hybrid - Paid ads and Organic - sales campaign.

Some key results:

- Managing ads strategy that helped clients experience up to 30% followers growth
- Created an ad campaign for make-up business, leading to getting 10x the ad budget
- Created IG and Meta ads that reached over 1 million people combined for clients across fashion, restaurant, lifestyle and other industries
- Created and managed technical setup for over 50 ad accounts

Tezza Solution - Content and Email Marketer || Lagos/ Remote || Sep 2024–Jan 2025

Technologies used: Mailchimp, SendGrid, Slack, SurferSeo extension, Ahref, Grammarly, Google Docs

- Generated ₦6 million and 100 leads from email campaign for different clients

Some key results:

- Created over 50 articles for clients in the healthcare, ecommerce, talent outsourcing, digital marketing and real estate industries.
- Reduced bounce rates for e-commerce emails using personalisation strategies
- Implemented segmentation strategies to increase open rates from 19% to 22%
- Improved clients' SEO content traffic by 5% and keyword ranking on Google's first and second pages

Skills

Meta Ads (Facebook & Instagram)
Lead Generation Strategy
SEO Content Writing
Email Marketing & Automation

Campaign Performance Tracking &
Optimisation
Audience Targeting & Segmentation
Keyword Research & On-Page SEO
Content Strategy & Brief Creation

Education & Training

- **University of Benin** – BSC. Computer Science | 2019
- **Google Digital Garage** – Digital Marketing Fundamentals | 2020
- **Sidehustle internship** – Digital marketing | 2020
- **Entry level** - Growth Marketing | 2022
- **Content Optimisation Masterclass** - SurferSEO - 2025