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PROFILE SUMMARY

I am confident in accepting challenges, resourceful, knowledgeable, proactive, energetic and disciplined individuals, seeking to utilize and develop my skills and experience to contribute to your organization's growth. I am committed and enthusiastic in solving complex problems with creative thinking. I am also passionate and enjoy Digital Marketing with a big interest in solving complex marketing problems.

Result oriented Digital Marketing Professional with the ability to drive brand awareness and revenue growth using proven digital marketing strategies, tactics and tools to target your precise customer target to drive quality traffic to your business.

Able to implement advanced strategies to convert your site visitors to new, returning and referral customers at the lowest cost possible with ability to engage your customers to advocate your brand. Knowledgeable on integrating traditional marketing with digital marketing to maximize results.

AREA OF EXPERTISE

Strategy Formulation: Skilled at developing result oriented digital marketing strategy as evidence in my outcome during my course at the Digital Marketing Skill Institute. I developed a cost effective digital marketing strategy for a skincare brand.

Customer Avatar and Research: Able determine your customer avatar as this is the most important part of digital marketing – understanding who your targets are and when, where and how to target them to get results. Can run customer research using Alexa, SimilarWeb, Google AdWords and many other tools as trained and tested in the Digital Marketing Skill Institute.

Landing Page: Able to develop high converting landing pages using tools like Instapage to drive conversion and generate leads as implemented during my course at the Digital Marketing Skill Institute.

Quality control management: can manage laboratory and ensure raw materials and finished products meets customers need and up to standard.

1. I successfully audited a website and developed a wire frame.
2. I developed a full blown website – yours

3. I successfully developed a landing page and connected it with an email marketing software called Mailchimp.
4. I was one of those who made preparation for ISO, SON, internal and external audit in quality control department in RCPL company.

INTERPERSONAL SKILLS

Problem Solving – Able to use analytics to provide customer focused marketing solutions by measuring key performance indicators to draw our innovative solutions for implementation. I was able to solve a class challenge on how to target Nigerian clients in the UK.

Communication – able to motivate others and generate a positive attitude to setting up new procedures. I have worked, schooled and lived with people from different backgrounds and age, through this I have learnt to adapt to suit different audiences. Competent in report writing and presentation delivery, evident in work and educational experiences.

Diligence: able to concentrate on details and work with minimal mistakes.

CERTIFICATIONS

January 2022 Digital Marketing Skills | Digital Marketing Professional Certified

Digital Marketing Fundamentals I learnt the fundamental principles that are required for any digital marketing success. I also learnt the power of applying digital marketing concepts across the marketing function in any business – integrating traditional and digital marketing strategies to maximize result.

Website Conversion Funnel

I learnt about website conversion rate and usability. Also learnt how to architect a “conversion funnel” that gives businesses exactly what they want: MORE customers that are MORE valuable, all while spending LESS to acquire them.

Search Engine Optimization

I learnt how to optimize website to rank higher and gain visibility

Digital Marketing Skill Certified as a Professional Digital Marketer

WORK EXPERIENCE

I worked in the quality control department and help test raw materials used in production and test finished products to ensure they meet customers need and international standard organization requirements.

EXTRA CURRICULAR ACTIVITIES

2021 National Youth Service Corp Sensitization

- Embarked on an urban rural sensitization in the various schools, markets and parks in various societies, educating them on the need to abstain from immoral and corrupt practices in the society, giving them, also telling them to contact the adequate bodies if they see anyone committing any criminal offence.

ACADEMIC QUALIFICATIONS

Digital Marketing professional certification

Diploma in chemistry

BSC in physics and material science

ISO Laboratory Management System

ISO Quality Management System

August 2016-September 2020 [BSC]

INTEREST

1. Reading business books
2. Learning and practicing digital marketing strategies
3. Listening to both political and business News
4. Travelling and meeting new people
5. Electronic and computing gadgets

REFEREES

Available on request