

FOLAKE DEBORAH NGWU

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Profile

Digital Marketing and Communications professional with extensive experience in leading digital projects and crafting strategic marketing initiatives. Demonstrated expertise in campaign management, event coordination, and stakeholder collaboration across industries. Skilled at leveraging CRM systems, data-driven strategies, and advanced MS Office tools to optimize marketing performance, enhance audience engagement, and drive business growth.

CORE TOOLS

- MS Office Tools
- Google Search Console
- HubSpot
- WordPress
- Google Analytics
- SEMrush
- Looker Studio
- CRM Tools

CORE SKILLS

- Agile Methodology
- Digital Copywriting
- Team Collaboration
- Effective Communication & leadership
- Digital Brand Strategy
- SEO | SEM
- Performance Analytics
- Stakeholder Management
- Conversion Rate Optimization
- Event Coordination
- Content creation
- Campaign development
- Data-driven Strategy
- Digital Project Management
- Website Optimization
- Website Management

PROFESSIONAL EXPERIENCE

Project Intern (Website Manager) Moracle Limited, UK

Aug 2024 – Till date

- Currently working on Moracle Foundation projects, updating and maintaining WordPress websites to ensure accurate and engaging content that aligns with company offerings, utilizing effective UX writing strategies.
- Collaborate with the in-house team to implement design and functional improvements by creating a comprehensive website strategy, managing stakeholder communication, and overseeing technical aspects.
- Monitor website performance and identify solutions to enhance user experience, achieving a 30% increase in organic traffic following the redesign and launch of a new website.
- Managed and coordinate marketing activities around social media, internal and external webinar, ensuring timely delivery and impactful outcomes.

Lead Digital Project Developer (Internship) Cressive DX, UK

Feb 2024 – May 2024

- Develop and execute a digital strategy for event planning, significantly improving project outreach and engagement through effective event marketing, using landing pages, email marketing, and social media campaigns, generating event participation and a 35% boost in social media engagement.
- Utilize Google Analytics 4 and other tools to monitor overall website and event landing page performance, providing bi-weekly reports, which improved and increased user retention by 15%.
- Create and schedule content on social media platforms, monitoring analytics and using insights to adjust strategies, run targeted ads, and ensure consistent brand messaging to boost visibility and drive conversions.

Website Manager & Marketing Coordinator ZZ Shop & Pay Later

2022 – 2023

- Spearheaded the e-commerce site launch, increasing organic traffic by 30% through targeted SEO and content strategies
- Led marketing projects using Scrum methodologies, ensuring timely and efficient delivery aligned with organizational goals
- Utilized HubSpot CRM to personalize campaigns and improve customer engagement, driving an 18% increase in sales.

- Developed and implemented strategic initiatives to boost website traffic aligned with organizational goals and marketing campaigns, achieving a 40% increase in organic traffic annually.

Digital Transformation Manager
ARM HoldCo.

2016 – 2023

- Led cross-functional teams in implementing digital tools and customer journey mapping, improving conversion rates by 25%
- Collaborated with external agencies and senior stakeholders to roll out new technologies, achieving a 35% increase in digital engagement.
- Conducted data analysis and provided actionable insights, reducing customer complaints by 30% and boosting operational efficiency by 25%.
- Evaluated performance and utilisation trends, recommending improvements to processes and product usage, which resulted in a 25% increase in operational efficiency.

KEY ACHIEVEMENTS

- Managed website updates, content changes, and new feature deployments using intuitive content management system (CMS) tools, resulting in a 20% reduction in website maintenance time.
- Utilized website analytics to track and analyze user behaviour, identify areas for optimization, and implement data-driven improvements that drove a 15% increase in website engagement.
- Spearheaded e-commerce site launch, developing and executing web strategies for a robust digital presence, boosting organic search rankings by 30% through targeted SEO and strategic content initiatives.
- Implemented advanced marketing analytics, resulting in a 17% increase in campaign ROI by optimizing targeting strategies, leveraging data insights, and enhancing real-time performance tracking.
- Facilitated seamless collaboration with cross-functional teams as a Scrum Product Owner, including designers and developers, to communicate requirements and ensure the successful delivery of website projects without requiring direct coding involvement.

EDUCATION

- **MSc. Digital Marketing** **2024**
University of Surrey, UK
- **MA Marketing and Communication** **2021**
Rome Business School
- **BA English and Literature (Hons)** **2007**
University of Benin

CERTIFICATIONS AND TRAINING

- **Certified Scrum Product Owner (Scrum Alliance)** **2023**
- **Web Development Certification (WDC™) BrainStation** **2024**
- **Master Diploma in Digital Marketing (DMSI)** **2023**
- **Mastering Digital Marketing (SEM, SEO, and Social Media Strategies) London Business School** **2022**