

**Profile**

Customer Experience & digital marketing professional with expertise in multi-channel marketing, website optimization, customer journey mapping, and lifecycle marketing. Skilled in leveraging data analytics, CRM tools, and marketing automation to enhance customer engagement, boost retention, and drive revenue growth. Proven ability to execute targeted digital campaigns, optimize conversion funnels, and develop personalized customer experiences. Adept at collaborating with Sales, Customer Success, and Product teams to refine digital touchpoints, implement cross-sell/upsell strategies, and maximize customer lifetime value. Passionate about data-driven marketing, customer-centric innovation, and performance optimization.

**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**

**Digital Campaign Manager** **Dec 2024 – Till date**  
**ZZ Shop & Pay Later, Nigeria (part-time/Remote)**

- Coordinate digital marketing campaigns such as e-mail, website and social media.
- Work on digital marketing strategy, work with freelancers/interns to complete digital marketing projects
- Monitor website performance and identify solutions to enhance user experience

**Project Intern (Website Manager)** **Aug 2024 – Nov 2024**  
**Moracle Limited, UK (Part-time)**

- Worked 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)** **Feb 2024 – May 2024**  
**Cressive DX, UK**

- 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 (Volunteered Project)**  
**ZZ Shop & Pay Later**

**2022 – 2023**

- Digital Brand Launch & Online Presence: Led the successful digital launch of the brand, establishing a strong online presence through website development, SEO, and social media strategies.
- Built relationships with influencers, brands, and stakeholders to enhance brand visibility.
- Led outreach efforts, securing partnerships that boosted brand awareness.
- Negotiated collaboration agreements and sponsorships to drive engagement.
- Data-Driven Marketing & Growth Strategies: Implemented targeted marketing campaigns, content strategies, and analytics-driven SEO initiatives, resulting in a significant increase in website traffic and engagement.
- Brand Awareness & Customer Engagement: Executed multi-channel brand awareness campaigns, influencer collaborations, and engaging content marketing to enhance visibility and audience interaction.
- Email Marketing & Retention Strategies: Developed and managed personalized email campaigns and customer loyalty programs, boosting customer retention and repeat purchases.
- Cross-Functional Collaboration: Worked closely with Sales, Product, and Development teams to align marketing strategies with business objectives and enhance digital engagement

**Contact Channel Executive and Digital Transformation Manager**  
**ARM HoldCo.**

**2012 – 2023**

- Contact center executive.
- Omnichannel Customer Experience: Led the optimization of customer contact channels, ensuring a seamless, consistent experience across all touchpoints. Increased NPS by 50% and occupancy to over 90%.
- Data-Driven Decision Making: Utilized customer analytics and insights to track interactions, improve engagement, and maintain a Customer Effort Score of 2.5.
- Technology Integration & Digital Innovation: Spearheaded the implementation of Avaya ACCS, mobile app upgrades, and chatbots, streamlining customer interactions and enhancing digital communication.
- Lead Management & Customer Journey Mapping: Designed and executed multi-channel customer journey strategies, driving lead acquisition, nurturing, and conversion through both digital and traditional channels.
- Customer-Centric Process Optimization: Led contact center system remodeling and sales optimization initiatives, leveraging automation and AI-driven solutions to enhance efficiency and customer satisfaction.
- Cross-Functional Collaboration: Worked closely with Sales, Marketing, Product, and IT teams to implement customer engagement strategies, aligning digital transformation initiatives with business growth objectives.

**KEY ACHIEVEMENTS**

- Increased website traffic by 40% within six months by implementing targeted SEO and content marketing strategies.
- Grew email marketing open rates by 25% and click-through rates by 15% by refining segmentation and A/B testing.
- Managed a team of five freelancers and interns, successfully executing five major digital marketing campaigns within budget and deadlines.
- Improved social media engagement by 30% and increased brand followers by 20% through data-driven content strategies."
- Optimized the website's UX, reducing bounce rate by 35% and increasing session duration by 20%.
- 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.

## EDUCATION

- **MSc. Digital Marketing** **2024**  
University of Surrey, UK
- **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** **20**

