

EMMANUEL AKYEAM

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Western Region, Ghana.

SUMMARY PROFILE

As a dedicated digital marketing and SEO specialist with years of dedicated hands-on experience in online marketing, I have honed my skills in SEO, content strategy, and data-driven marketing. I have successfully led SEO campaigns, boosting website rankings and organic traffic, thanks to my analytical mindset with SEO and digital marketing tools. I am also passionate about creating engaging content that resonates with audiences while adhering to SEO best practices. I am ready to bring my track record of results and trend-savviness to your team to elevate your digital marketing and SEO efforts.

PERSONAL PROFILE

Marital Status: Single

Hobbies: sports activities, reading, exploring, and swimming.

EDUCATION SUMMARY

BSc Information Technology

Ghana Communication Technology University (GCTU).

Google – Coursera. Data Analytics Professional certificate

Coursera - Digital Marketing and eCommerce

WORKING EXPERIENCE

Higglo Digital (Dubai, United Arab Emirates)

SEO Executive (Remote)

Higglo Digital is an SEO and web agency that creates stunning websites and unforgettable digital experiences. From eCommerce applications to beautifully designed marketing websites, they know how to make you stand out from the crowd. Their unique websites and SEO services have landed them as one of the top web and SEO agencies across the world.

- Assisted in conducting on-page and off-page SEO audits.
- Research keywords and search terms relevant to client projects.
- Assist in optimizing meta descriptions, title tags, and content for search engines.
- Monitor and analyze website traffic and rankings using tools like Google Analytics and Google Search Console
- Support the team in link-building initiatives

- Contributed to content creation and optimization for clients.
- Perform competitor analysis
- Participate in team meetings and contribute ideas for optimizing SEO strategies

ChainyAcc (Hungary)

Digital Marketing and SEO Lead (Remote)

ChainyAcc is an automated, intelligent Web3 financial management software that makes it easy to manage crypto assets with ease, speed, and security in real time, helping businesses and individuals make responsible, data-driven financial decisions.

This one-stop platform helps businesses and individuals manage their treasury, create accurate reports, obtain a real-time P&L overview, and handle proper accounting and tax reporting.

- Increased the amount of SEO traffic on the website from 0 to 10,000 /monthly in 6 months;
Website Audit: Conducted technical audits, ensuring the website is technically sound and structured for SEO best practices;
- Monitored the use of data files and regulated access to protect secure information.
- Collaborating with the development team to ensure SEO best practices are properly implemented on newly developed code;
- I wrote, edited, and optimized existing and new content, including blogs, product descriptions, landing page content, and similar, to drive rankings and traffic.
and monitored and reported on key performance indicators.
- Developed and implemented link acquisition strategies from a wide range of sources using outreach, content syndication, digital asset development, paid advertising, etc.

MEST Africa and Icode Ghana

Digital Marketing Facilitator

Period: February 2022 – September 2022

MEST offers Africa-wide technology entrepreneur training, internal seed funding, and a network of hubs providing incubation for technology startups in Africa. MEST provides critical skills training, funding, and support in software development, business, and communications to Africa's tech entrepreneurs.

- As a facilitator, I took the trainees through how to develop strong and innovative strategies to promote the business brand, products, and services.

- At the end of the training program, trainees got to understand the principles of marketing, marketing funnels, lead generation, digital advertising, digital strategy, content creation, graphic design, video production, web and social analytics, search engine Optimization/Search and marketing, and A/B testing.
- As a digital marketer, you are expected to effectively use all marketing tools and techniques, like PPC, SEO, SEM, email, social media, and display advertising.
- Collaborated with the project management team to ensure SEO best practices were adhered to and taught thoroughly.

SKILLS

- Customer Relations Management (Communication, Database, Customer Loyalty, Documentation, Analysis)
- Data analysis with Excel, Google Data Studio, Google Analytics, and Workspace.
- Content creation and strategy with Canva Pro and AI-proven methods
- Collaboration and project management expertise with tools like Notion, Slack, and Discord.
- SEO tools like Search Console, Similar Web, Ahrefs, Uber Suggest, and SEMrush.
- Quality control management and technical knowledge of WordPress, E-commerce, HTML, CSS, Javascript, React, and Git.
- Digital marketing tools like Notion, Slack, and Disord with project management and Microsoft Office Suite.

REFERENCES

Mercy Ababio
Administration and HR Lead
Icode Ghana
Takoradi

Liana Tamakloe-Ekuadzi
Program Manager
MEST Africa
Accra