

PROFILE

Seasoned marketing expert with 2 years of experience driving business growth and brand success by harnessing the power of technology. Skilled in creating and executing strategic marketing initiatives that enhance visibility, expand market share, and increase revenue. Proficient in integrated marketing campaigns across digital, social media, print, and events. Strong in market analysis, consumer behavior research, and competitor analysis. Detail-oriented with a passion for innovation, delivering outstanding results for organizational success.

CONTACT

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+234 8029692014

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Gbagada, Lagos State, Nigeria.

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danieloukah@gmail.com

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<https://www.linkedin.com/mwite/in/ukah-daniel-2b1015188>

SKILLS

Technical: Digital Marketing, Content Creation, Persuasion, Closing, Writing, Copywriting, HTML/CSS, Social Media, Campaigns, Customer Support.

Soft Skills: Team Player, Problem-Solving, Time Management, Effective Communication, Leadership, Emotional Intelligence, Analytics, and Creativity.

BIO DATA

Sex: Male

Date Of Birth: 24/03/2000

State Of Origin: Abia

Nationality: Nigeria

HONOURS AND AWARDS

- ✓ Received an exceptional excellence appraisal (92%, A Grade) from AB United Services Limited as an assessed Intern
- ✓ Recognized for exceptional leadership by my campus fellowship during my time in university.

UKAH DANIEL OKORO

RESULT-ORIENTED MARKETING EXPERT, SOCIAL MEDIA MANAGER.

EDUCATION

[Alex Ekwueme Federal University Ndufu-Alike Ikwo, Abakaliki, Ebonyi State, Nigeria]

[2017] – [2021]

[Bachelor of Science, Computer Science.]

[Federal Government College Ohafia, Abia State, Nigeria]

[2015] – [2017]

[Senior Secondary School Certificate]

WORK EXPERIENCE

[ETRUCK LSV] [Director of Design and Social Media]

[NOVEMBER 2022]–[Present]

- Created a visually appealing and user-friendly responsive website for ETRUCK LSV, strategically highlighting key information to enhance visitor experience.
- Developed a high-quality website for ECHARGE LSV, an ultra-fast off-grid EV charging station for business use, aligning with the client's objectives of establishing an online presence.
- Implemented a live chat email support widget to facilitate seamless communication between website visitors and the company's customer service representative, resulting in improved response times and potentially increasing clicks and visitors by 30%.
- Developed a comprehensive Strategic Business Plan for ETRUCK and ECHARGE LSV, incorporating a SWOT analysis and vital information necessary for the company's growth and success in the future.
- Created an engaging PowerPoint presentation summarizing the key points of the company's website and Business Plan.
- Designed and developed a professional portfolio website for Pat Bombard, the founder of ETRUCK LSV, showcasing his skills, established businesses, services, and interviews with industry innovators, highlighting the unique innovations of his electric low-speed workhorse truck in the EV industry.
- Increased the subscriber base of ETRUCK LSV's YouTube channel.
- Expanded the number of followers on ETRUCK LSV's LinkedIn page.

[Chigeomirachi.com - Blog Website] [Web Master/Service Management]

[June 2021]–[September 2022]

- Managed hosting and server maintenance for Chigeomirachi.com, ensuring its smooth operation.
- Conducted regular monitoring of the website's performance, including search engine optimization, functionality, speed, and design.
- Tested and ensured the website's responsiveness on various devices, such as mobile phones, desktop computers, and tablets.
- Supervised website features and promptly addressed any technical issues that arose.
- Engaged in strategic consultation sessions with the website owner, exploring effective methods to monetize the blog website.
- Maintained regular communication with website visitors, fostering engagement and addressing inquiries or concerns.
- Assessed and approved blog articles/content, collaborating with designers to enhance the overall user experience by 35%

- ✓ Recognized with a certificate of appreciation for being a pivotal core member involved in the establishment and growth of the Google Developers Student Club (GDSC) at my university.
- ✓ Received numerous recommendations from trained individuals, clients, and mentors.

CERTIFICATION/COURSES

- ✓ Responsive Web Design Certification Course (FreeCodeCamp) completed on 29/04/2022.
- ✓ Certificate of Recognition in the DES&DEV6 (six) weeks Intensive Bootcamp at AE-FUNAI, organized by Google Developer Student Club (GDSC) AEFUNAI, completed on 7/9/2021.
- ✓ Certificate of Training as a Solar Photovoltaic Installation and Maintenance Engineer completed on 20/8/2021, from Asteven Renewable Energy and Energy Efficiency Academy on behalf of the Rural Electrification Agency (REA) and Sterling and Wilson Project.
- ✓ Upwork and Copywriting Masterclass completed on 10/12/2020, by Isaiah Ibigbemi.
- ✓ Facebook Hack Course completed on 10/11/2020, by Godson Okorodudu.
- ✓ jQuery Certification Course (Sololearn) completed on 23/04/2020.
- ✓ JavaScript Certification Course (Sololearn) completed on 09/04/2020.
- ✓ CSS Certification Course (Sololearn) completed on 07/09/2019.
- ✓ Web Development Bootcamp completed on 12/12/2018, at Coders Triangle.
- ✓ HTML Certification Course (Sololearn) completed on 06/09/2018.

REFERENCES

Pat Bombard

Founder, ETRUCK LSV INC
Phone: +1 (941) 993- 7846

Dr.(Mrs.) Nnakwuzie Doris

Lecturer, Computer Science Department
(Alex Ekwueme Federal University
Ndufu-Alike Ikwo)
Phone: 09152148103

LANGUAGES

- ✓ English: Full Professional
Proficiency
- ✓ French : Basic
- ✓ Igbo : Proficient

[AB United Services Limited] [Web Designer, Assessed Intern, Web Master] [September 2020]–[March 2021]

- Led the front-end web design and development process, overseeing all stages from initial design to hosting and ongoing maintenance.
- Successfully created a new corporate website for the company, resulting in a 30% increase in contract opportunities.
- Implemented a cost-saving measure by hosting all company documents and accreditations on the website, resulting in a 40% reduction in expenses related to printing and paper services.
- Improved the efficiency of project bids by enhancing the speed at which necessary documents could be accessed and shared through the website.

[Genuine Sales] [Facebook Advertiser/Page Admin] [August 2020]–[October 2021]

- Conducted thorough testing of various campaigns and marketing objectives to determine and implement the most successful strategies on the company's business page.
- Proactively resolved advertising issues, optimizing operations and ensuring excellent client support.
- Leveraged my persuasive communication skills to effectively engage with and persuade online customers, resulting in increased sales.

[Google/Facebook – Web] [Digital Marketing/Facebook Advertising Intern] [June 2020]–[July 2020]

- Acquired expertise in digital marketing and Facebook advertising, refining my skills in these areas.
- Developed social media advertising strategies for clients, focusing on effective design and implementation.
- Devised and executed successful digital strategies across multiple platforms to drive customer engagement.
- Collaborated seamlessly with advertising professionals, enhancing the outcomes of strategic campaigns.
- Enhanced customer satisfaction by addressing and resolving issues related to non-profitable Facebook adverts.

PORTFOLIO

Below is the link to my Portfolio and Facebook Wall.



<https://daniel-ukah-marketing-expert.netlify.app/>

<https://www.facebook.com/profile.php?id=100012885316815>

HOBBIES

- Listening To Music
- Singing
- Sales/Marketing