

# OWAH, LOVLYN

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## Digital Marketing Specialist

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### Professional Profile

Highly organized and experienced **Digital Marketing Specialist** with over 3 years of extensive experience in lead generation through high converting copies for internal and external clients. Well experienced in funnel building software, marketing copy, and marketing technology in the area of generating and monetizing leads. Ability to implement advance strategies to convert your site visitors to new, returning and referral customers at the lowest cost possible. Knowledgeable on integrating traditional marketing with digital marketing to maximize results

### Key highlights

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- Copywriting
- Editing
- SEO Writing
- Sound Marketing Analyst
- Advanced Experience With Google Analytics
- Self-motivated
- Great Team Player
- Attention To Details
- High Energy And Positive Mind
- Result-Oriented And Target-Driven
- Time Management And Multitasking Ability
- Good Communication Skill

### Skills Overview

- Exquisite ability to write high converting copies and execute marketing strategies, with maximizing results.
- Extensive field experience within various business environments that contributes to willingness in solving customers problems with strong communication skills.
- Documented success in setting up strategic marketing automations to facilitate sales and the growth of the organization.

### Project Accomplishments

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- Successfully audited a website and developed a wire frame.

- Successfully developed a landing page and connect it with an email marketing software called Mailchimp
- Wrote a promotional email for a UI/UX design course; used a cutting edge marketing strategy to get 60% clicks, and that led to 25% increase in sales in the last 3 months.
- **Received recognition** for effectively analysing and reporting on the performance of all digital marketing campaigns which increased customers' acquisition and retention which in turn increased the sales by 70%.

## Relevant Work Experience and Duties Performed

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### Copywriter

Freelance.com

Jul. 2022- Sept. 2022

- Built sales funnel, landing page marketing strategies and email copy for internal and external clients.
- Wrote and published website articles for 20 different markets
- Developed a style guide for a company's brand voice in collaboration with the marketing and product team.
- Wrote follow up email series for leads opting into the funnels
- Worked with email marketing team to drive traffic and get massive quality leads.
- Moved the leads to online sales presentation
- Shared results and learning with relevant team members and stakeholders

### Digital Marketing Specialist

Freelance.com

Feb. 2019 – Jun. 2022

- Planned digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising
- Maintained social media presence across all digital channels
- Measured and reporting on the performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identified trends and insights, optimize spend and performance based on the insights
- Brainstormed new and creative growth strategies
- Collaborated with internal teams to create landing pages and optimized user experience
- Utilized strong analytical ability to evaluate end-to-end customer experience across all channels

## Education

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### Bachelor of Science,

B.Sc. in Biochemistry

University of Nigeria Nsukka,

Enugu State, Nigeria.

2017

### **Achievement & Awards**

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Overall best student in Macmillan

Best in Mathematics, CCA

### **Interests**

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Writing

Volunteering

Reading

Researching

Learning a new language

Outdoor activities

### **Activities**

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Volunteer

Music

Book Club

### **Additional information**

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Lead Volunteer, Team member

### **YALI CERTIFICATE**

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Digital Marketing for Entrepreneurs

People Management

### **REFERENCE: Available on Request**

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