





# K E N N E T H O D O H

## DIGITAL MARKETING ENGINEER

### S U M M A R Y O F Q U A L I F I C A T I O N S

Digital Marketing Engineer with hands-on experience in digital marketing and lead generation in competitive markets. Offering an array of skills such as search engine optimization, social media marketing, workflow automation, data analysis, landing page designing, content creation and search engine advertising. Well-rounded in technology and entrepreneurship, passionate about leveraging technology to directly impact day-to-day business processes.

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### E D U C A T I O N

### P R O F E S S I O N A L E X P E R I E N C E

#### DIGITAL MARKETING STRATEGIST

EXTRA INCOME TIPS, LAGOS NIGERIA 02/2022 - PRESENT

- Design and implementation of sales funnels to generate and nurture leads
- Developing landing pages for search and social media campaigns
- Integrating landing pages, lead forms, CRMs and email marketing systems to automate processes
- Tracking site data with Google tag manager and Google analytics to understand customer behavior and for ad reporting.
- Managing lead generation campaigns across social media channels.

#### DIGITAL MARKETING STRATEGIST (REMOTE CONTRACT)

IMMIGRATION HUB, LAGOS NIGERIA, 01/2022 - 03/2022

- Designed and developed inbound strategies from scratch
- Set up sales funnel to nurture and convert leads
- Participated in important business decision making processes on strategies to attain short-term and long-term goals of the startup
- Managed lead generation campaigns across social media channels.
- Generated 1,638 leads through Facebook ad
- Managed landing page creation from content creation to final implementation

#### CERTIFICATIONS

LinkedIn Digital Marketing Specialisation Certificate  
HubSpot Inbound Marketing Certificate  
Udacity Data Analyst Nanodegree (in progress)

#### COLLEGE

**University of Nigeria, Nsukka**  
*Bachelor of Engineering (B.Eng)*  
*Electronic & Computer Engineering*

### T E C H N I C A L S K I L L S

Facebook Ads Editor  
Google Analytics  
Google Tag Manager  
Google Ads Editor  
Hubspot CRM  
Wordpress  
Python  
HTML  
Bootstrap CSS  
Zapier workflow automation  
Mailchimp  
Adobe XD

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## PROFESSIONAL EXPERIENCE (continued)

### TECHNICAL DIRECTOR

CHAZE DIGITAL, ENUGU NIGERIA, 08/2020-10/2021

- Built SEO Optimized company website with Wordpress
- Managed company blog
- Created SEO Optimised blog posts
- Designed e-book lead magnets to boost conversion
- Managed website hosting and maintenance

## KEY SKILLS

Leadership.  
Attention to Detail.  
Ability to draw insights from data  
Time Management.  
Skillful Communication.  
Decision Making.  
Ability to manouvre through complex processes  
Organizational Effectiveness.  
Teamwork.  
Self-Motivation  
Constant learning