college

**University of Nigeria, Nsukka**

*Bachelor of Engineering (B.Eng)*

*Electronic & Computer Engineering*

* 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

### IMMIGRATION HUB, LAGOS NIGERIA, 01/2022 – 03/2022

## DIGITAL MARKETING STRATEGIST (REMOTE CONTRACT)

* 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 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.

Facebook Ads Editor

Google Analytics

Google Tag Manager

Google Ads Editor

Hubspot CRM

Wordpress

Python

HTML

Bootstrap CSS

Zapier workflow automation

Mailchimp

Adobe XD

CERTIFICATIONS

LinkedIn Digital Marketing Specialisation Certificate

HubSpot Inbound Marketing Certificate

Udacity Data Analyst Nanodegree (in progress)

# Technical skills

# Summary Of Qualifications

## DIGITAL Marketing STRATEGIST

### EXTRA INCOME TIPS, LAGOS NIGERIA 02/2022 - PRESENT

# professional experience

|  |  |
| --- | --- |
|  | Christantial villa, Onuiyi Nsukka,  Enugu State Nigeria |
|  | +234-906-7492-687 |
|  | [kennethodoh30@gmail.com](mailto:kennethodoh30@gmail.com) |
|  | |  |  |  |  | | --- | --- | --- | --- | | |  |  | | --- | --- | | https://kennethodoh.digital |  | |  | |

# education

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

## TEchnical director

* 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

### Chaze Digital, enugu nigeria, 08/2020-10/2021

# professional experience (continued)