

K E N N E T H O D O H

DIGITAL MARKETING SPECIALIST

SUMMARY OF QUALIFICATIONS

Data-driven digital marketer with hands-on experience in digital marketing and lead generation in competitive markets. Offering an array of skills such as 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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EDUCATION

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

PROFESSIONAL EXPERIENCE

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

TECHNICAL SKILLS

Facebook Ads Editor
Google Analytics
Google Tag Manager
Google Ads Editor
Hubspot CRM
Wordpress
Canva
Adobe Creative Suite
Python
HTML
Bootstrap CSS
Zapier Workflow Automation

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DIGITAL MARKETING SPECIALIST

PROFESSIONAL EXPERIENCE (continued)

TECHNICAL DIRECTOR

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

- Built SEO Optimized company website with WordPress
- Developed SEO-Optimized blog posts
- Created SEO Optimized 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 manoeuvre through complex processes.
Organizational Effectiveness.
Teamwork.
Self-Motivation
Constant learning