KENNETH ODOH

DIGITAL MARKETING ANALYST

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PROFESSIONAL SUMMARY

Digital marketing analyst with 2+ years of experience managing successful digital marketing campaigns, designing sales funnels and optimizing marketing workflows through automation. Certified data analyst with a background in Electronic Engineering, passionate about leveraging technology to directly impact day-to-day business processes.

PROJECTS

AUDIENCE INSIGHT ANALYSIS: **View on GitHub**

- Analyzed 113,937 customer data for a peer-to-peer lending marketplace.
- Systematically wrangled and explored complex data to uncover patterns and trends.
- Translated complex data to actionable insights and business recommendations
- Communicated key findings and data trends to key stakeholders.

DATA WRANGLING: **View on GitHub**

- Independently gathered data from multiple sources, and in a variety of formats using Python libraries and APIs.
- Assessed data for quality and tidiness issues, and cleaned up data.
- Analyzed data with great attention to details and conveyed insights through explanatory visuals.

E-COMMERCE KPI DASHBOARD [ONGOING]: **View on GitHub**

- Collaborating with team to analyze an e-commerce transactional data for trends and KPIs.
- Insights and key business reports will be presented in a custom, interactive, real-time dashboard web application to reach larger audience.
- Custom dashboard estimated to save up to $6,000 monthly investment on Business Intelligence (BI) tools for businesses.

PROFESSIONAL EXPERIENCE

SEO LEAD
P.E.A.R.L INSTITUE OF NEW YORK, NY.   08/2022 - PRESENT

- Implementing a new search engine optimization strategy for the organization's website.
- Optimizing web pages for improved visibility.

DIGITAL MARKETING STRATEGIST
EXTRA INCOME TIPS, LAGOS NIGERIA   02/2022 – 05/2022

- Developed landing pages for search and social media campaigns.
- Integrated landing pages, lead forms, CRMs and email marketing systems to automate processes.
- Tracked campaign market data with Google tag manager and Google analytics to understand customer behavior and for ad reporting.
- Managed lead generation campaigns across Facebook and YouTube.

DIGITAL MARKETING STRATEGIST (CONTRACT)
IMMIGRATION HUB, LAGOS NIGERIA.   01/2022 – 03/2022

- Generated 1,638 leads through Facebook ads, while cutting down cost per lead by 58%
- Developed landing pages for search and social media campaigns.
- Managed lead generation campaigns across social media channels.

SKILLS

Proficient:
Python, HTML
Google Analytics,
Google Tag Manager,
Facebook Ads Editor,
Search Engine Optimization (SEO)
Search Engine Marketing (SEM)
Hubspot CRM WordPress
Google Adwords (PPC)
Data Analytics.

Intermediate:
Power BI
Microsoft Excel
SQL
Bootstrap CSS
Zapier workflow automation
Mailchimp
Canva

EDUCATION

B.Eng. Electronic Engineering,
University of Nigeria, Nsukka.
CGPA: 4.3/5.0

Data Analytics Nanodegree,
Udacity.
May 2022 – Sept. 2022

Become a Digital Marketing
Specialist, *LinkedIn.*
Aug. 2020 – Jan. 2021

Inbound Marketing
Hubspot Academy
Feb. 2022