



BLESSING OSHOMOMHE OGHIE

Digital Marketer | Social Media Manager | SEO & Content Strategist

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Professional Summary

Strategic and creative Digital Marketer and Social Media Manager with 4+ years of experience delivering engaging campaigns, branded content, and social growth through graphic design, video editing, and storytelling. Skilled in SEO, paid ads, content strategy, and analytics. Known for improving engagement, driving traffic, and turning content into conversions using tools like WordPress, Meta Ads, Canva, CapCut, and Google Analytics.

Core Competencies

- Digital Marketing Strategy & Funnels
- Social Media Management & Content Planning
- Graphic Design & Video Editing (Reels, TikTok, YouTube Shorts)
- SEO & Keyword Optimisation
- Paid Advertising (Meta Ads, Google Ads)
- Email Marketing & Automation (Mailchimp, Mailerlite, Brevo)
- WordPress & Landing Page Optimisation (Elementor)
- Web Analytics & KPI Tracking (GA4, Meta Insights)
- Community Engagement & Influencer Marketing
- A/B Testing & Conversion Rate Optimisation

Professional Experience

Digital Marketer

Friska Life / Friska Farms Ltd. | Lagos, Nigeria | January 2025

- Created and managed Instagram and WhatsApp campaigns that improved sales conversion rates by 30%.
- Designed SEO-friendly blog posts and landing pages using WordPress and Elementor.
- Connected Meta Ads to custom landing pages and tracked performance via Google Analytics.
- Contributed to content calendars, customer retention strategies, and loyalty funnels.
- Social Media Manager (Freelance)

Rebrand Daily (Agency) | | January 2025

- Designed and executed branded content calendars across Instagram, TikTok, LinkedIn, Pinterest, and YouTube.
- Produced high-performing graphics and videos using Canva, CapCut, InShot, and Adobe Premiere Pro.
- Increased engagement by up to 80% through strategic Reels, storytelling, and trending audio formats.
- Scheduled posts and tracked performance using Buffer, Hootsuite, and Meta Business Suite.
- Collaborated on brand messaging, audience targeting, and report delivery for multiple clients.
- Brand Manager

Eporte | | March 2023

- Directed cross-platform brand communication strategies and media execution.
- Performed competitive market analysis to guide messaging and positioning.
- Led campaigns that increased audience engagement by 75%.
- Utilised Google Ads and Meta Ads Manager to optimise ad performance and budget efficiency.
- Finance & Admin Officer

Papiees Place Animart | | March 2020 – March 2023

- Oversaw inventory management, bookkeeping, and account reconciliation.
- Generated weekly sales reports and provided insights that supported marketing strategies.

Education

B.Sc. Economics

University of Lagos, Nigeria

Certifications & Training

- Social Media Marketing – HubSpot Academy
- Google Digital Marketing & E-commerce – Coursera
- Video Editing Fundamentals – Udemy

- AI Career Essentials – ALX
- Virtual Assistant _ ALX
- Digital Marketing – Aleph
- Content Creation & Professional Foundation– ALX (Ongoing)

Key Projects

Friska Life: Digital Brand Optimisation & Awareness Campaign

- Led a full-funnel digital campaign to boost awareness and conversions for Friska’s herbal tea product line.
- Conducted in-depth website UX audits and implemented layout redesigns using WordPress and Elementor, resulting in a **20% reduction in bounce rate** and improved user flow.
- Executed a multi-channel strategy combining **Meta Ads, email automation, influencer outreach**, and **organic content marketing**, reaching over **5,000+ users** and doubling CTR.

Rebrand Daily: Social Media Growth & Engagement Project

- Managed social media accounts for multiple small brands, developing content calendars and optimising posting schedules across Instagram, TikTok, and Pinterest.
- Designed high-performing **Reels, carousels, and story graphics** using Canva and CapCut, resulting in up to **80% growth in engagement**.
- Introduced hashtag strategies and storytelling techniques that improved brand visibility and follower retention across all platforms.

Achievements

- SEO Growth: Boosted organic traffic by 50% through targeted keyword optimisation.
- Content Performance: Developed video and carousel content that significantly improved engagement metrics.
- Campaign ROI: Increased conversion by linking paid campaigns to optimised landing pages.
- Customer Retention: Achieved a 95% customer satisfaction rating through prompt support and personalised communication.

Tools & Platforms

- Canva, Adobe Premiere Pro, CapCut, InShot
- WordPress (Elementor), Meta Business Suite
- Google Analytics / Google Ads
- Mailerlite, Brevo
- Buffer, Hootsuite
- Ubersuggest, Yoast SEO
- Microsoft Office / Google Workspace

Languages

English – Full Professional Proficiency

Spanish – Basic Conversational

Interests

Brand Storytelling • Visual Design • Community Building • SEO & UX • Economic Research