



# EMEFILE BLESSING

## DIGITAL MARKETING MANAGER

### CONTACT

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### EDUCATION

YABA COLLEGE SCHOOL OF TECHNOLOGY

COMPUTER SCIENCE

National Diploma 2019 - 2022 (ND)

Higher National Diploma (HND) 2023 - 2025

### SKILLS

- Ads Campaign
- AI & Automation
- Content Creator
- Email Marketing
- Gragphic Design
- SEO & Analytics
- Social Media Manager
- Teamwork

### LANGUAGE

- English

### PROFILE

Innovative Digital Marketing Specialist focused on leveraging AI and automation to drive measurable business growth. Expert in crafting high converting email strategies, optimizing SEO for maximum visibility, and building data-driven content. I transform complex digital challenges into streamlined, profitable solutions for modern brands.

### WORK EXPERIENCE

JUST LIT DIGITAL

2026 - PRESENT

Digital Marketing Specialist (SEO, Email & Content)

- AI-Driven Content Strategy: Leveraged generative AI tools (ChatGPT, Gemini, InVideo, Canva) to scale content production, reducing turnaround time by 40% while significantly increasing audience engagement.
- Team Leadership: Mentored and collaborated with the marketing team to implement efficient digital workflows, ensuring brand consistency and high-performance output.
- Email Marketing Automation : Designed and executed automated email drip campaigns and lead nurturing sequences using HubSpot, Mailchimp, and Wix Automation, resulting in enhanced client retention and higher lead conversion rates.
- Data Analysis: Tracked key performance indicators (KPIs) to optimize marketing strategies in real-time, maximizing campaign ROI.

UDEMY

Social Media Marketing || Email Marketing Certified

2025

- Managed ad campaigns across Google Ads and Facebook Ads to boost engagement and conversions.

### REFERENCE

Name: Emefile Smart Bright

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