

Abdwahab Abdsalam

Digital Marketer



✉ wahabsalam1994@gmail.com

☎ +2348137832650

📍 104101, Lagos, Nigeria

🇳🇬 Nigeria

🌐 <https://www.linkedin.com/in/abdwahababdsalam>

🐙 github.com/Tunenpo

📄 PROFILE

Performance-oriented and highly skilled Digital Marketing Specialist with Social Media Management/Marketing expertise. Proven track record in content marketing, social media management, SEO, email marketing, and web analytics, including Google Analytics. Adept at leveraging innovative strategies and maximizing available resources to drive engagement and achieve measurable results. Successfully increased social media engagement by 30% and improved website traffic through targeted SEO by 25%. Recognized for delivering impactful campaigns that enhance brand visibility and customer loyalty.

📁 PROFESSIONAL EXPERIENCE

Profitable Properties Limited

Social Media Manager

01/2022 – present | Lagos, Nigeria

- Developed engaging content for Facebook, Instagram, LinkedIn, and YouTube, boosting engagement by 35% and brand visibility.
- Crafted and managed targeted social media ads, increasing traffic by 40% and conversions by 25%.

🎓 EDUCATION

Bachelor of Science

Olabisi Onabanjo University 📍

06/2013 – 10/2017 | Ogun, Nigeria

🧠 SKILLS

Social Media Management	● ● ● ● ●
Content Marketing	● ● ● ● ●
Content Creation Management	● ● ● ● ●
Email Marketing Campaigns	● ● ● ● ●
SEO and SEM Strategy	● ● ● ● ●
Data Analysis and Reporting	● ● ● ● ●
HubSpot and CRM Management	● ● ● ● ●
Leadership	● ● ● ● ●
Project Management	● ● ● ● ●
Java	● ● ● ● ●
Canva	● ● ● ● ●

📄 CERTIFICATES

Digital Marketing Certified from HubSpot Academy, June 2024 📍

- Creation of search engine-friendly content
- Optimization of websites

Certificate in Social Media and Digital Marketing Fundamentals, Coursera, June 2024 📍

- Learned how to choose and create the right content for your customers and ensure it got seen by them.
- Understood the different content formats available on social media channels and identified which platform best suited your content.
- Gained knowledge of best practices for scheduling your content and devising and executing your own content creation strategy.

- Utilized analytics tools to optimize strategies, increasing ROI by 20%, and improving customer satisfaction by 30% through active community management.

Travel Shepherd

SEO Specialist

03/2023 – present | Lekki, Lagos, Nigeria

- Managed SEO strategies to improve organic search rankings, increasing website traffic by 40% and enhancing customer retention by 25%.
- Implemented keyword research and optimized content, boosting search engine visibility and driving a 35% increase in organic click-through rates.
- Conducted A/B testing on various SEO elements, optimizing campaigns for 20% higher engagement and a 15% increase in conversions.

Neo Life

Network Marketer

11/2017 – 12/2022 | Gbagada, Nigeria

- Teamwork: Successfully coordinated with cross-functional teams to launch marketing campaigns, contributing to a 20% increase in product visibility.
- Collaboration: Effectively partnered with stakeholders and team members to develop and implement strategic plans, resulting in a 35% increase in network expansion.
- Leadership: Led and mentored a team of 15 network marketers, driving a 40% improvement in overall team performance and achieving quarterly sales targets consistently.



LANGUAGES

English

Native

Arabic

Intermediate