

Abdwahab Abdsalam

Digital Marketer

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PROFILE

Specialized Digital Marketing Specialist with a strong focus on Social Media Marketing. Extensive knowledge and experience in Content Marketing, SEO, Email Marketing, Copywriting, Google Analytics, Reporting and Website Development & Strategy. Proven track record of increasing social media engagement by 30% and driving website traffic through targeted SEO strategies by 25%. Adept at creating compelling content, managing comprehensive marketing campaigns, and utilizing data-driven insights to enhance brand visibility and customer loyalty. Passionate about leveraging innovative marketing techniques to achieve measurable business growth.

PROFESSIONAL EXPERIENCE

Jan 2022 – present	Social Media Manager, Profitable Properties Limited <ul style="list-style-type: none">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%.Utilized analytics tools to optimize strategies, increasing ROI by 20%, and improving customer satisfaction by 30% through active community management.	Lagos, Nigeria
Jul 2024 – present	Content Creation Analyst, Agunwanmi Enterprise <ul style="list-style-type: none">Develop and execute high-quality, engaging content strategies across multiple digital platforms, resulting in a 25% increase in audience engagement and brand reach.Utilize data analytics to optimize content performance, leading to a 20% increase in conversion rates and a 15% improvement in SEO rankings.Collaborate with cross-functional teams to align content initiatives with business goals, enhancing overall marketing effectiveness and driving a 30% boost in campaign ROI.	Texas, United States
Mar 2023 – Mar 2024	SEO Specialist, Travel Shepherd <ul style="list-style-type: none">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.	Lagos, Nigeria

- Conducted A/B testing on various SEO elements, optimizing campaigns for 20% higher engagement and a 15% increase in conversions.

Nov 2017 –
Dec 2022

Network Marketer, Neo Life

Lagos, 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.

EDUCATION

Jun 2013 – Oct 2017

Bachelor of Science, Olabisi Onabanjo University

Ogun, Nigeria

CORE COMPETENCES

Social Media Management	● ● ● ● ●	Content Marketing	● ● ● ● ●
Content Creation Management	● ● ● ● ●	Copywriting	● ● ● ● ●
Email Marketing Campaigns	● ● ● ● ●	SEO and SEM Strategy	● ● ● ● ●
Data Analysis and Reporting	● ● ● ● ●	Leadership	● ● ● ● ●
Project Management	● ● ● ● ●	Website Development & Strategy	● ● ● ● ●

TECHNICAL TOOLS

HubSpot — Expert

Google Analytics — Proficient

Hootsuite — Proficient

Trello — Expert

Funnelytics — Competent

Google Workspace — Expert

Canva — Proficient

Microsoft Excel — Proficient

Zapier — Proficient

Buffer — Proficient

WordPress — Competent

HTML & CSS — Proficient

Semrush — Proficient

LANGUAGES

English
Native

Arabic
Intermediate

German ● ● ● ● ●

COURSES

Jun 2024 – present

Advanced Digital Marketing, Sail Innovation Lab

Lagos, Nigeria

Jul 2024 – present	Digital Marketing , <i>CWW Tech Africa</i>	Lagos, Nigeria
May 2024 – Jun 2024	Social Media and Digital Marketing , <i>Coursera</i> 	California, United State

CERTIFICATES

Digital Marketing Certified from HubSpot

Academy, June 2024 

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

Awards

18 Jul 2024

NATAP-M-AWARD for Best Supervised Center,

Joint Admissions and Matriculation Board (JAMB) 

Recognized at the 4th Edition of the National Tertiary Admissions Performance Merit Award (NATAP-M-AWARDS) for leading the best-supervised center out of 740 across Nigeria. This award highlights exceptional performance in coordination, cooperation, punctuality, timely submission, exam uploads, discipline, and integrity.