

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, and Reporting. 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

Nov 2017 –
Dec 2022

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

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

TECHNICAL TOOLS

HubSpot — Expert

Hootsuite — Proficient

Funnelytics — Competent

Canva — Proficient

Zapier — Proficient

Google Analytics — Proficient

Trello — Expert

Google Workspace — Expert

Microsoft Excel — Proficient

Buffer — Proficient

LANGUAGES

English
Native

Arabic
Intermediate

German



COURSES

Jun 2024 – present

Advanced Digital Marketing, Sail Innovation Lab

Lagos, Nigeria

Jul 2024 – present

Digital Marketing, CWW Tech Africa

Lagos, Nigeria

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.