

Abdwahab Abdsalam

Digital Marketer



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👤 PROFILE

Results-driven Digital Marketer with over 1 year of experience in developing and executing innovative marketing strategies to drive brand awareness, engagement, and conversions. Adept at utilizing data-driven insights and cutting-edge digital tools to optimize campaigns across SEO, SEM, social media, email marketing, and content marketing. Proven track record of increasing web traffic, improving search engine rankings, and maximizing ROI. Skilled in Google Analytics, AdWords, Facebook Ads Manager, and HubSpot. Passionate about leveraging emerging trends and technologies to deliver measurable business results. Seeking to contribute my expertise in a dynamic and forward-thinking organization.

📁 PROFESSIONAL EXPERIENCE

Travel Shepherd

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 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 improved customer satisfaction by 30% through active community management.

Profitable Properties Limited

Email Marketing Specialist

03/2023 – present | Lekki, Lagos, Nigeria

- Managed email marketing campaigns, increasing lead nurturing effectiveness by 40% and customer retention by 25%.
- Implemented audience segmentation and personalized email content, boosting open rates by 35% and click-through rates by 30%.
- Conducted A/B testing on email elements, optimizing campaigns for 20% higher engagement and 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