

Abdwahab Abdsalam *Digital Marketer*

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📍 Lagos, Nigeria | Fully Remote-Ready

🚩 Nigeria

🔗 Portfolio: <https://tunenpo.github.io/wahab.github.io/>

PROFILE

Digital Marketing Specialist with over 3 years of experience, and a strong focus on social media growth, content creation, and campaign management. I've led digital strategy efforts and performed key responsibilities of a Digital Marketing Manager, including social media leadership, SEO/SEM execution, email marketing, and analytics reporting. Skilled in tools like Meta Ads Manager, Google Ads, Canva, Google Analytics, Trello, and HubSpot, I bring a data-driven and creative approach to marketing that delivers measurable brand growth. Experienced in remote collaboration and passionate about travel, storytelling, and cross-platform engagement

PROFESSIONAL EXPERIENCE

Jan 2022 – present
Lagos, Nigeria

Social Media Manager and Content Strategist

Reeky Fabrics

- Led content and ad campaigns on Meta Ads Manager; increased lead gen by 40% and reduced CPC by 20%.
- Produced short-form ad videos using Canva and CapCut; grew Instagram and Facebook reach by 35%.
- Performed weekly analytics reviews and optimized targeting, improving ROI by 20%.
- Managed online community growth and created branded social assets.

Jul 2024 – Feb 2025
Texas, United States

Content Creation Analyst

Agunwanmi Enterprise - Remote

- Launched content strategies across Facebook, Instagram & LinkedIn, increasing engagement by 25%.
- Created weekly content themes using “Pain Posts,” “Value Reels,” and “Social Proof” frameworks.
- Integrated HubSpot CRM and managed project pipelines via Trello.
- Applied SEO plugins (Yoast, Rank Math) to blog content, resulting in 15% traffic growth.
- Communicated with clients daily via Slack & WhatsApp for feedback and approvals.

Mar 2023 – Mar 2024
Lagos, Nigeria

SEO Specialist

Travel Shepherd

- Boosted organic traffic by 40% through keyword research and blog optimization (Yoast).
- Conducted A/B testing and competitor audits using Semrush, improving site CTR by 35%.
- Collaborated with dev team to implement on-page SEO improvements and schema tags.

Nov 2017 – Dec 2022
Lagos, Nigeria

Network Marketer

Neo Life

- Trained and led a team of 15+ marketers; consistently hit quarterly expansion targets.
- Coordinated offline and digital promotions to support recruitment and awareness efforts.

EDUCATION

Jun 2013 – Oct 2017
Ogun, Nigeria

Bachelor of Science
Olabisi Onabanjo University [🔗](#)

CORE SKILLS

Social Media Growth & Content Strategy	● ● ● ● ●	Paid Ad Campaigns (Meta, TikTok, Google)	● ● ● ● ●
CRM Integration & Email Marketing (HubSpot)	● ● ● ● ●	SEO Optimization (Yoast, Rank Math)	● ● ● ● ●
Analytics, A/B Testing, ROI Reporting	● ● ● ● ●	Canva, CapCut, InShot - Visual Content Creation	● ● ● ● ●
Client Communication (Slack, WhatsApp, Trello)	● ● ● ● ●	Website Content Strategy & Development	● ● ● ● ●

LANGUAGES

English
Native

Arabic
Intermediate

German

Awards

18 Jul 2024	NATAP-M-AWARD for Best Supervised Center 🔗 <i>Joint Admissions and Matriculation Board (JAMB)</i> Recognized for excellence in remote coordination, punctuality, and workflow integrity across 740 centers nationwide
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CERTIFICATIONS

Digital Marketing Certified from HubSpot Academy, June 2024 🔗 <ul style="list-style-type: none">Creation of search engine-friendly contentOptimization of websites	Semrush Academy Certificate 🔗 How to Plan a Magnetic Content Strategy Using Semrush
Semrush SEO Crash Course with Brian Dean 🔗	Social Media & Digital Marketing - Coursera (2024)
Advanced Digital Marketing; Sail Innovation Lab (September 2024)	Digital Marketing, CWW Tech Africa (August 2024)

TOOLS & PLATFORMS

• Meta Ads Manager	• Google Ads
• Canva	• CapCut
• InShot	• HubSpot CRM
• WordPress	• Trello
• Slack	• WhatsApp
• Yoast SEO	• Rank Math
• Semrush	• Google Analytics
• HTML/CSS	