

Abdwahab Abdsalam *Digital Marketer*

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☎ +2348137832650

📍 Lagos, Nigeria | Fully Remote-Ready

🚩 Nigeria

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

PROFILE

Creative Digital Marketer with over 3 years of experience, specializing in Social Media Management and Content Creation. Skilled in crafting content strategies and managing multi-platform campaigns across Instagram, TikTok, Facebook, and LinkedIn — with a proven record of increasing engagement and audience growth.

Highly proficient in Canva, CapCut, Meta Ads Manager, and analytics tools, with a strong ability to align content with business goals. Experienced in working remotely with teams, driving brand visibility, and managing communities with a data-driven and storytelling-first approach

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

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|--|-----------|---|-----------|
| 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

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| 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

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|--|---|
| 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

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