


# Victor Oshiomah

 Saint Paul, MN, 55105

 651-417-6637

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Experienced digital marketing professional deeply interested in software engineering and development. A complex problem-solver with analytical and driven mindset who is dedicated to achieving demanding development objectives.



## Skills

- Database Programming & Management (Using SQL)
- Java
- Python
- HTML and CSS
- JavaScript
- Cloud Computing Infrastructure
- Software Development
- Development Lifecycles
- Communication (Written and Oral)



## Work History

2022-10 - Current

### ● Graduate Student Assistant (GPS)

*University Of St. Thomas, Saint Paul, MN*

- Assist Academic Directors with Updating Student Profile and Programs Management
- Effecting Necessary Updates on Department's Intranet Page (Website)
- Respond to Request for Academic Information on Program Offerings

2021-05 - 2022-08

### ● Pay-Per-Click Specialist

*Pink Orange, Nigeria*

- Conducted Keyword and Audience Research
- Created Campaign Blueprint/Plan/Strategy
- Designed Landing Page and Install Tag/Pixel
- Set up Software Development Kit for App Campaigns
- Set Up and Optimize Campaigns
- Analyzed Performance and Create Reports (Dashboards & CRM)

2018-05 - 2021-05

- Managed Monthly Ad spend between \$75,000 - \$90,000 Across Different Clients
- Developed Paid Client Ads for Use on Multiple Social Media Platforms, Increasing Conversion Rate from 2% to 13%

## Pay-Per-Click/Digital Marketing Analyst

*Workforce Group, Nigeria*

- Identified and Curated Market Trends
- Conducted Research and Market Analysis
- Designed Landing Pages and Banners for campaigns
- Planned, Set Up and Optimized Digital Marketing Campaigns Across Multiple Channels
- Measured and Reported Performance of Digital Marketing Campaigns
- Created Growth Strategies and Managed Customer Acquisition
- Implemented A/B testing for Integrated Digital Marketing Campaigns
- Provided Support During Internal or External Product Launch
- Assisted in Managing Simulated Product Demos with Product Owners
- Documented Feedback from Campaigns and Report Bugs to Product Owner/Development Team
- Led Company-wide CRM Strategy and Implementation

2022-09 - Current

## Master of Science: Software Engineering

*University of Saint Thomas - Minnesota, United States*

2021-06 - 2021-06

## Certificate: Product Marketing

*CXL Institute - Online*

Product Marketing for Technology Companies

- Professional development completed in Product Marketing

2021-02 - 2021-05

## Certificate: Product Management

*Utiva - Lagos, Nigeria*

- Completed professional development in Product Management

2009-01 - 2014-11

## Bachelor of Science: Civil Engineering

*Federal Polytechnic Auchi - Auchi, Nigeria*