



## AKANBI JOSHUA

DIGITAL MARKETING PROFESSIONAL/  
GRAPHICS DESIGNER



## CONTACT



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## SKILLS

- SMM(Facebook, Google Instagram)
- Google Analytics
- SEO
- Email Marketing
- Brand Development
- Graphics Design, Motion Design and Video Editing
- CMS (Content Management System)
- Website Design



## EDUCATION

2016 - 2021  
B.Sc in Physics

Federal University of  
Agriculture Abeokuta.



## PROFESSIONAL SUMMARY

I am a digital marketer who is passionate, creative, and strategic about the effective use of digital channels in reaching customers, building brand awareness, and promoting products and services in order to improve the overall performance of businesses.



## WORK EXPERIENCE



### DIGITAL MARKETING PROFESSIONAL

#### ANIMEE DIGITAL AND MEDIA AGENCY

2021 - 2023 Lagos, Nigeria

A digital marketing agency specialising in offering services and training on digital marketing

- Strategized, developed, and managed paid digital marketing across Google ads, Instagram, and Facebook with a monthly budget of N200,000, resulting in about N450, 000 - N550, 000 in monthly revenue.
- Successfully trained about 20 young graduates in digital marketing strategies.
- Partnered with the company's clients to comprehend their product positioning and include it in ad copy, delivering at less 90% client satisfaction.



### FREELANCE DIGITAL MARKETER

#### FARM LINE BUSINESS NETWORK

2021 Lagos, Nigeria

An FMCG company

- Helped in creating product awareness among over 200,000 people,
- Helped in implementing strategies that led to 10, 000 products sales



### FREELANCE DIGITAL MARKETER

#### GLAM MARKET PLUS

2021 Lagos, Nigeria

A small/medium scale ecommerce business

- Increased the conversion rate by 75% and reduce the cost spent on marketing by 50%.
- Helped in implementing campaign strategies that led to over 450 products sold in 3 months using Facebook as the marketing channel.



### ASSISTANT DIGITAL MARKETIER

#### GLOBAL WEALTH SYSTEM

2020 Lagos, Nigeria

A multi-faceted services agency in travel, real estate agriculture, etc.

- Designed, implemented and optimized retargeted ads using Facebook Ads to improve the visitor-to -paid conversion rate by 350%
- Conducted research to better understand market trends across diverse platforms and audiences.
- Launched and designed a networking program for the company that grew from 50 persons to 700 persons in the space of 2 months.