



Emmanuel Ogbonna

Nationality: Nigerian (Nigeria) **Gender:** Male

Phone number: (+234) 8164219213

Email address: ugochukwu.ogbonna@gmail.com

LinkedIn: <https://linkedin.com/in/emmanuel67>

Website: www.ugoo.pro

Website: <http://behance.net/emmanuelogbonna>

Home: Lagos, 100253 Lagos (Nigeria)

ABOUT ME

As a personnel exposed into computing and Frontend development, with involvement in a stable and dynamic organization with ideas, ICT skills and also skills outside my field, I struggle to provide sound solutions in tech, Interactive designs, UI and web development that will facilitate the accomplishment of my organization's corporate goals visually and in digital.

WORK EXPERIENCE

Senior Digital Marketing Strategist

Stackwiser by Pairview [24/01/2024 – Current]

City: Portsmouth UK | **Country:** United Kingdom | **Website:** www.stackwiser.com | **Name of unit or department:** Marketing - Business or sector: Education

Create and/or coordinate original and engaging multimedia content across multiple social platforms.

- Run proper ads with structured demographics to target audiences in the UK and Nigeria.
- Manage and facilitate SEO performance to build better awareness on demographics using Google Adwords and Google My Business.
- Identify consumer trends around IT and tech programs to help with planning social media campaigns.
- Plan and execute B2B and B2C marketing structure.
- Develop, launch and manage new competitions and campaigns that promote your organization and brand.
- Design, plan and implement email marketing and campaigns weekly.
- Plan and execute webinars while increasing the number of registers and attendees .
- Generate leads from organic and paid promotions and assign them to sales .
- Undertake audience research in IT courses, programs and tech products from competitors.
- Prepare a content calendar with keywords that will push the brand in SEO ranking.
- Manage website contents and update content to standard procedure.
- Design social media posts, brochures and digital materials for the brand.
- Manage the day-to-day handling of all social media channels such as Facebook, Instagram, LinkedIn, Twitter, Pinterest, TikTok, adapting content to suit different channels and audiences.
- Monitor, track, analyze and report on performance on social media platforms using tools such as Google Analytics and Facebook Insights.
- Create and manage contents for blogs and knowledge base.
- Plan lead generation and marketing strategy to increase lead pipeline and growth before assigning to sales.

Digital Strategist / Designer

EUCHomes [10/07/2023 – Current]

City: Lagos | **Country:** Nigeria | **Website:** www.euchomes.com | **Name of unit or department:** Marketing - Business or sector: Real estate activities

- Design and deliver creative and engaging social media strategies
- Manage the day-to-day handling of all social media channels such as Facebook, Instagram, LinkedIn, Twitter, Pinterest, TikTok, adapting content to suit different channels and audiences.
- Oversee, plan and deliver content across different platforms using scheduling tools such as Hootsuite, Buffer, Asana and Later
- Create and/or coordinate original and engaging multimedia content across multiple social platforms.
- Develop, launch and manage new competitions and campaigns that promote your organization and brand.
- Form key relationships with influencers across social media platforms.
- Undertake audience research in real estate
- Manage and facilitate social media communities by responding to social media posts and developing discussions.
- Monitor, track, analyze and report on performance on social media platforms using tools such as Google Analytics and Facebook Insights
- Manage and facilitate SEO performance to build better awareness on demographic using Google Adwords and Google My Business
- Identify consumer trends around real estate to help with planning social media campaigns.
- Web handler, web content maintenance and reformatting
- Creating contents for the website, media pages and Technical content writer
- Content creation for social media, emails, blogs etc
- Presentations and report preparations for KPI reportsplatforms using tools such as Google Analytics and Facebook Insights
- Manage and facilitate SEO performance to build better awareness on demographic using Google Adwords and Google My Business
- Identify consumer trends around real estate to help with planning social media campaigns.
- Web handler, web content maintenance and reformatting
- Creating contents for the website, media pages and Technical content writer
- Content creation for social media, emails, blogs etc
- Presentations and report preparations for KPI reports

UI/UX Designer / Digital Strategist

Orokolabs [07/05/2021 – Current]

City: Lagos | **Country:** Nigeria

Investigating user experience design requirements for our suite of products

- Evaluate and collect all user requirements and collaborate with product engineers and managers.
- Developing and conceptualizing a comprehensive UI/UX design strategy for the brand.
- Producing high-quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes.
- Designing UI elements and tools such as navigation menus, search boxes, tabs, and widgets for our digital assets.
- Testing UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages.
- Collaborating with the marketing team, and internal and external designers to ensure the creation and delivery of tailored experiences for the digital user.
- Providing advice and guidance on the implementation of UX research methodologies and testing activities in order to analyze and predict user behavior.
- Adhering to style standards on typography and graphic design.
- Illustrate design concepts, use sitemaps, process flows, and storyboards.

- Create graphic user interface elements such as tabs, widgets, and menus.
- Use storyboards, process flows, and sitemaps to illustrate design concepts.
- Building web pages in collaboration with the UI designs for Orokolabs Landing page with React
- Making use of templates and web development tools and features to build mobile responsive official website
- Collaborating with other developers over git and github to build product and team service webpages
- Product development (RaderPay, Revovely prototype) using next and react with structured layout

Product Designer

Easywin Ltd [22/08/2022 – 30/11/2023]

City: Lagos | **Country:** Nigeria | **Website:** www.easy.win | **Name of unit or department:** Digital - Business or **sector:** Other service activities

Design and deliver creative and engaging social media strategies

- Manage the day-to-day handling of all social media channels such as Facebook, Instagram, LinkedIn, Twitter, Pinterest, TikTok, adapting content to suit different channels and audiences.
- Oversee, plan and deliver content across different platforms using scheduling tools such as Hootsuite, Buffer, Asana and Later
- Create and/or coordinate original and engaging multimedia content across multiple social platforms.
- Develop, launch and manage new competitions and campaigns that promote your organization and brand.
- Form key relationships with influencers across social media platforms.
- Undertake audience research in real estate
- Manage and facilitate social media communities by responding to social media posts and developing discussions.
- Monitor, track, analyze and report on performance on social media platforms using tools such as Google Analytics and Facebook Insights
- Manage and facilitate SEO performance to build better awareness on demographic using Google Adwords and Google My Business
- Identify consumer trends around real estate to help with planning social media campaigns.
- Responsible for user research, visual design and brand research
- Responsible for social media design template, banners and flyer
- Promo design and interaction targeted for the social media accounts.

Digital Marketer / Designer

MJDVent International [07/01/2020 – 17/05/2020]

City: Ikeja | **Country:** Nigeria | **Name of unit or department:** Information Technology

- Google Search console, Adwords, Ads (FB/IG) and other digital marketing tools
- Content creation for social media, emails, blogs etc.
- Web handler, web content maintenance and reformatting
- Building relationships with media partners and sponsors
- Content creation for social media, emails, blogs etc
- Presentations and report preparations for KPI reports
- Banners, infographics and logo creations for media pages, social media posts, emails and blogs
- Personal results built on customer review and needs
- Other designs including email templates and product logos.
- Logo, Letterheads, signatures and all digital asset and item creation.

LANGUAGE SKILLS

Mother tongue(s): English

DIGITAL SKILLS

FrontEnd: HTML, CSS, JavaScript / Digital Skills: Digital Marketing / UI/UX designer / product design / • Graphics designs / Email marketing / ZOHO (CRM) / Website design / Social Media / Microsoft Office / Team-work oriented / Desktop publishing / Google Drive / Organizational and planning skills

DRIVING LICENCE

Driving Licence: B

HOBBIES AND INTERESTS

Sports

Volleyball, Football (soccer), video games

Visual

Animes, cartoons, action movies, high school movies, learning movies

PUBLICATIONS

[2019]

Blockchain Over Product - Who Controls and Owns Your Data?

[2019]

Understand Mutual Funds With Cowrywise Easily