

EXCEL ASAPH

+250798011682

Kigali, Rwanda

@ excelasaph@gmail.com

www.linkedin.com/in/excelasaph

EDUCATION

Bachelor of Engineering - BE, Computer Software Engineering

African Leadership University

01/2023 - Present

Certificate in Digital Marketing

Skills Acceleration Bootcamp

05/2020 - 06/2020

EXPERIENCE

Digital Marketer

Yannis Marketing

03/2021 - Present Remote

- Directed a team of marketing interns to launch **Facebook campaigns**, overseeing **A/B testing** to identify converting ad copies, ad creatives (images and videos), and headlines, resulting in a revenue increase of **130%**.
- Spearheaded the implementation of highly successful **Google AdWords P.P.C. campaigns**, resulting in a remarkable **40.6% contribution to company sales** from March 2021 to December 2021, delivering an impressive **R.O.I.**
- Enhanced email open rate **by 50%**; performed various tests to pinpoint high-converting subject lines, sender's names, content, and timing.
- Acquired leads by launching various **Facebook campaigns**, increasing sales by **90%**.

Digital Marketer And Online Marketing Consultant

Excel Smart Business

10/2021 - 05/2022 Lagos, Nigeria

- Drove quality traffic and leads for **5 SMEs**, contributing to **54.6% of total revenue** within **4 months** of consistently running marketing campaigns (**Facebook & Google AdWords**).
- Created and oversaw more than **10 online marketing campaigns** to attract targeted leads to clients' offers, resulting in a **50% increase in R.O.I.**
- Tripled website traffic and boosted conversion to **40% within 7 months** (October 2021 to May 2022) while managing and executing **Native Ads campaigns**.
- Introduced an innovative approach to **copywriting** that accounted for **50% of the total revenue** generated.

PROJECTS

Jobify - Informal Sector Job Connection App

08/2023 - 08/2023 Kigali, Rwanda

Jobify - Bridging the informal job market gap through an efficient and user-friendly mobile application.

- Increased job search efficiency**, resulting in a **15% reduction** in the time required for job seekers to find suitable positions.
- Enhanced user engagement** with detailed job listings, leading to a **10% increase** in the number of applications submitted.
- Streamlined the job application process**, reducing drop-off rates by **20%** and increasing completed applications.
- Improved employer satisfaction** with a user-friendly platform, resulting in a **12% increase** in the number of job listings posted and managed.

SKILLS

JavaScript

CSS

HTML

Git

LINUX

Python

MySQL

Problem Solving

A/B Testing

Conversion Rate Optimization

Copywriting

Email Marketing

Google Adwords

PPC