EXCEL ASAPH

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📍 Kigali, Rwanda

EDUCATION

Bachelor of Engineering - BE, Computer Software Engineering
African Leadership University
📅 01/2023 - 09/2026

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 |