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DIGITAL MARKETING

PORTFOLIO

BY

ELVIS OVIE ITIVE

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ABOUT ME



ELVIS OVIE ITIVE
Digital Marketer

I am a results-driven Digital Marketing Specialist with expertise in PPC, SEO, and web analytics. My strong foundation in digital marketing and website optimization has helped businesses achieve measurable growth through innovative, data-driven strategies.

With certifications in Google Ads and as a CIM Level 6 Digital Marketing Candidate, I am passionate about delivering user-focused digital experiences that drive ROI and engagement.

VISION

My vision is to help businesses achieve sustainable digital growth by leveraging data analytics, strategic advertising, and cutting-edge SEO practices. I aim to create value by combining technical expertise with creative problem-solving to deliver impactful campaigns and experiences.



PERSONAL SKILLS



- PPC Campaign Management: Expertise in Google Ads, Meta Ads, and Bing Ads.
- SEO Optimization: Skilled in backlink strategies, keyword research, and on-page SEO.
- Web Analytics: Proficient in Google Analytics (GA4) and Google Tag Manager.
- Website Management: Experience with WordPress and Shopify platforms.
- Content Development: Copywriting for service pages, category pages, and digital ads.
- Technical Knowledge: HTML, CSS, JavaScript basics for improving website performance.

EDUCATION



Chartered Institute of Marketing (CIM)

Level 6 Digital Marketing Candidate | 2024

University of Benin (UNIBEN)

Bachelor of Social Work (B.Sc.) | 2012

W O R K

EXPERIENCE

Digital Marketing Specialist

Trustenable Ltd, London | 2023 – Present

- Designed and executed PPC campaigns, increasing client conversions by 25%.
- Optimized website performance, reducing bounce rates by 15%.
- Conducted SEO audits, resulting in a 30% improvement in organic traffic.
- Analyzed campaign metrics using Google Analytics and Tag Manager to inform strategies.

Digital Marketing Executive

High Impact Careers, London | 2021 – 2023

- Managed SEO content creation and optimization efforts.
- Assisted in creating Google Ads campaigns with a focus on ROI improvement.
- Analyzed performance data to guide optimization of campaigns and websites.

C A S E
STUDIES



01 Case Study

PPC Campaign Optimization for
E-Commerce Brand

02 Case Study

SEO Strategy for Local Service Provider

03 Case Study

Website Redesign for Improved Usability

CASE STUDY

01 PPC Campaign Optimization for E-Commerce Brand

Client: Mid-sized online retailer specializing in sustainable fashion.

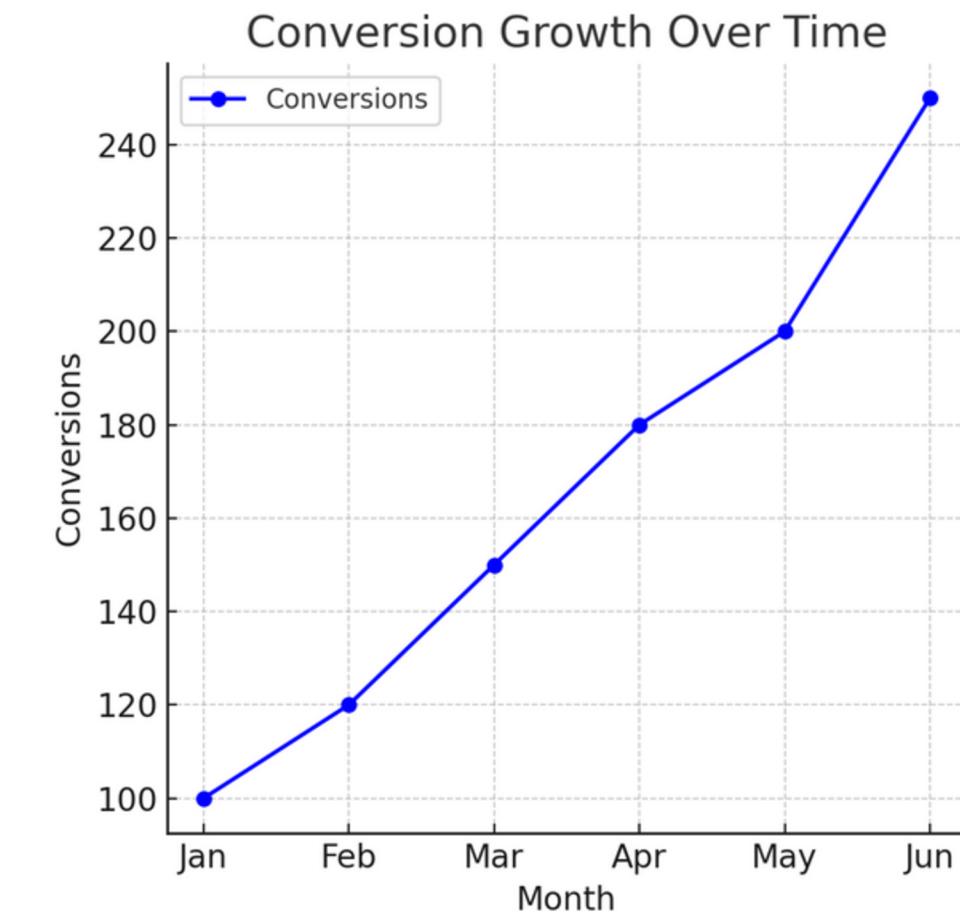
Objective: Increase online sales while reducing cost-per-click (CPC) and cost-per-acquisition (CPA).

Strategy:

- Conducted keyword research to identify high-converting keywords.
- Designed A/B testing for ad copies and landing pages.
- Set up audience retargeting campaigns using Google Ads and Meta Ads.

Results:

- Achieved a 25% increase in conversions within three months.
- Reduced CPC by 18% through targeted bidding strategies.
- Improved ROI by 20% by focusing on high-performing ad groups.



Graph: Conversion Growth Over Time

CASE STUDY

02

SEO Strategy for Local Service Provider

Client: A local cleaning services business aiming to increase organic traffic and lead generation.

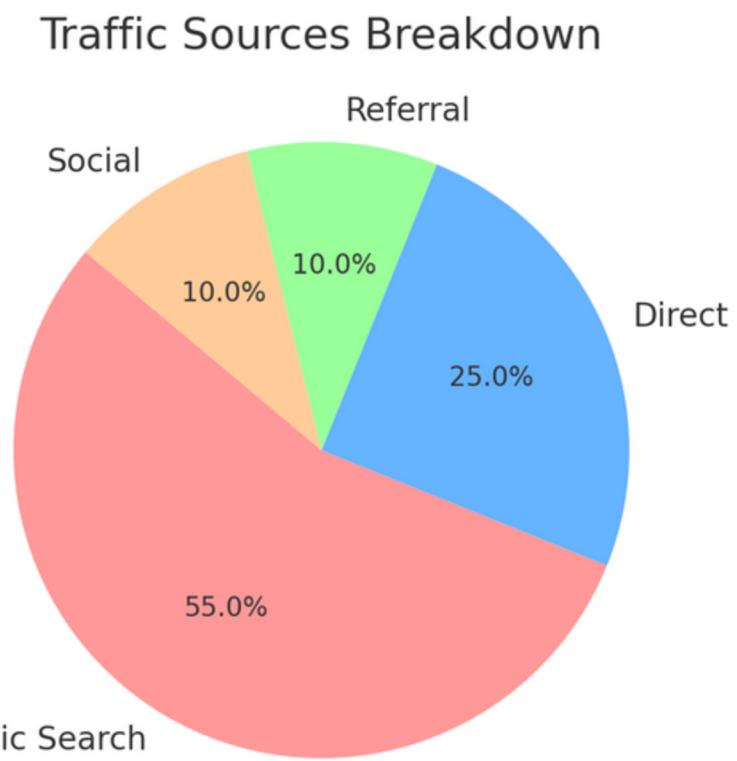
Objective: Improve search engine rankings for key local keywords and boost organic website traffic.

Strategy:

- Conducted an SEO audit to identify technical issues and content gaps.
- Optimized meta titles, descriptions, and headers for target keywords.
- Built 30+ high-quality backlinks from local directories and relevant blogs.
- Published SEO-optimized blog content targeting long-tail keywords.

Results:

- Increased organic traffic by 40% in six months.
- Improved local keyword rankings from position 15 to position 3 on average.
- Generated 50% more inquiries through the website's contact form.



Pie Chart: Traffic Sources Breakdown

CASE STUDY

03

Website Redesign for Improved Usability

Client: A growing SaaS company struggling with high bounce rates and poor user engagement.

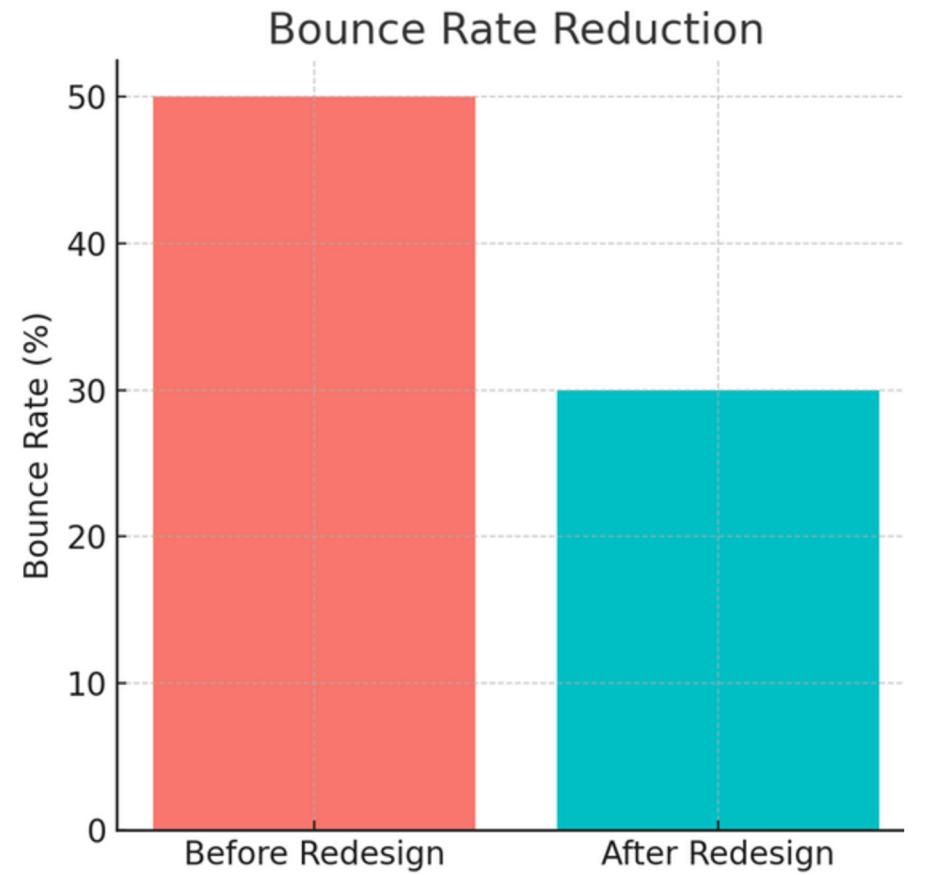
Objective: Redesign the company's website to improve user experience and boost lead generation.

Strategy:

- Conducted user journey mapping and usability testing to identify pain points.
- Collaborated with developers to design a responsive and visually engaging website.
- Optimized page load speed and implemented clear calls-to-action (CTAs) throughout the site.
- Integrated Google Analytics and Tag Manager to track user behavior.

Results:

- Reduced bounce rate by 20% within the first month post-launch.
- Increased average session duration by 30%.
- Boosted form submissions (leads) by 25% due to improved CTAs and navigation.



Bar Chart: Bounce Rate Reduction

T H A N K S

FOR VIEWING.

LET'S

WORK

TOGETHER

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