

# Ibrahim Saka

## Digital Marketing & SEO Specialist

61, Chantry Road, Moseley, Birmingham, United Kingdom  
dayosakadelic@gmail.com  
+447770032333  
Linkedin.com/in/ibrahim-saka

Certified Digital Marketing & SEO Specialist with over 3 years of combined experience in B2B and B2C strategies. Skilled at executing and optimizing online marketing campaigns, promoting products successfully through multiple digital strategies. I have overseen and generated roughly \$500-900k in lifetime revenue for the businesses I have impacted. I am experienced in digital marketing, content creation, and SEO strategies. Passionate about enhancing search engine rankings and driving organic traffic growth. Seeking to contribute to Ding's SEO team to develop and implement effective SEO strategies.

## Key Skills

- ❖ Proficient in on-site optimization techniques.
- ❖ Strong understanding of SEO fundamentals and search engine algorithms.
- ❖ Experience with keyword research and analysis using Ahrefs and SEMRush.
- ❖ Content creation and copywriting skills.
- ❖ Strong experience with SEO tools like Botify, Search Console, SEMRush and Google Analytics.
- ❖ Experienced in Email marketing campaigns using Mailchimp.
- ❖ Knowledge of Wordpress.Html/CSS/ Javascript.
- ❖ Experience in using CRM(Salesforce, Hubspot).

## Professional Experience

### Operations Specialist

#### Monzo Bank

05/2023 – Present

- Create and update customer in Bizops and Supportal.
- Complete due diligence on new and existing customers in accordance with organization's on-boarding procedure.
- Complete independent quality assurance reviews and provide specific feedback to Savings Operations Team Leaders and Executives, identifying themes and developing quality improvement plans in line with findings.
- Process ongoing account requests, ensuring that customer instructions are acted upon efficiently and work is completed Savings Operations SLAs.
- Complete root cause analysis and recommend improvement actions for complaints and Quality Assurance reviews.
- Drive continuous improvement (CI), utilising Operational Excellence Lean tools and techniques, collaborating with the Savings Support function on CI and future customer change initiatives.

- Support projects, defining, developing, and implementing procedures relating to specialist/operational policies and products.
- Develop understanding of how teams across Treasury & Savings interact, building cross-departmental relationship.

## **Freelance Digital Marketing Specialist**

**Lopelewa, Medech and Farm2belle**

**01/2020 – 05/2023**

- Conceptualized, designed, and built all the websites from test till production.
- Strategized, developed and managed paid Digital Marketing across Ad Words, Instagram and Facebook with monthly budget of \$50-100k resulting in about \$300-400k in ROI.
- Measured and reported performances of all digital marketing campaigns and assess against goals (ROI and KPIs).
- Created reporting around paid marketing funnels, and leveraged this to incrementally improve the conversion rate by 150%.
- Developed robust conditional e-mail campaigns based on customer interactions with the platforms that improved retention by 15%.
- Increased monthly organic website traffic using inbound marketing like blogging, article writing and creating hubs on social media sites.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Incorporated tested and trusted SEO approaches to optimize web visibility.
- Launched SEO campaigns for high volume and long tail key words that generated 7k unique visitors and 80 new customers monthly.
- Automated marketing KPI reporting using Google Analytics and Google Sheet, saving roughly 4hours of manual labor each week.

## **Digital Marketing and SEO Specialist**

**Xpress Payment Solutions Ltd, Ikeja, Lagos**

**09/2018-06/2020**

- Collaborated with the SEO team to develop and execute successful SEO strategies, resulting in a [mention any specific percentage] increase in organic traffic
- Conducted on-site optimization for key landing pages, optimizing content, meta tags, and internal linking structures.
- Performed comprehensive keyword research using tools like Ahrefs and SEMRush, identifying new keyword and traffic opportunities that led to improved search rankings.

- Created engaging and relevant content for the company blog, enhancing brand visibility and user engagement.
- Assisted in technical site audits using preferred SEO software tools, addressing on-page and technical SEO issues.
- Tracked organic rankings and monitored important organic search KPIs, providing regular performance reports to the team.
- Demonstrated a proactive, agile and flexible approach to work across multiple projects.
- Worked flexibly and undertook duties at different branches/premises/locations as required.
- Collaborated with the wider marketing team to align SEO strategies with overall marketing goals.

### **Achievements:**

- ❖ Implemented a successful content strategy that led to a 50%, increase in organic traffic to the website.
- ❖ Collaborated with the marketing team to execute a cross-channel campaign that resulted in [ 60% increase in brand visibility and engagement.

## **Education**

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### **Bachelor of Arts: English Language**

*University of Ilorin - Nigeria*

*2014-09 – 2018-07*

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### **Certifications**

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- GA4 (Google analytics qualification) (2023.)
- Google Digital Skills for Africa Certificate - Digital Marketing Google Certification.
- Integrated Marketing Communications: Advertising, Public Relations and Digital.
- Marketing and More - Coursera Course Certificate.