

James Foday

Digital Marketer

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PROFILE SUMMARY

As a skilled and perceptive digital marketer, I have gained three years of experience in developing and executing digital marketing strategies. My focus lies in enhancing brand recognition, lead generation, and revenue growth in various industries. To achieve these goals, I utilize a blend of creativity and analytical skills, resulting in outstanding results.

SKILLS

Search Engine Optimization (SEO)	Marketing Strategy Development	Time Management
Social Media Marketing	Competitor Analysis	Adherence to Deadlines
Social Media Optimization (SMO)	UX/UI Design Understanding	
Social Media Management	Budget Management	
Digital Marketing	Presentation and Communication Skills	
Content Marketing	Brand Awareness	
Pay-Per-Click (PPC) Advertising	Video creating	
Email Marketing	Creativity	
Data Analysis	Adaptability	
Copywriting	Problem-Solving	
Conversion Rate Optimization (CRO)		

PROFESSIONAL EXPERIENCE

EXCAF GAMBIA - DIGITAL MARKETING MANAGER BANJUL, GAMBIA JUNE 2020 - JUNE 2021

KEY ACHIEVEMENTS AND RESPONSIBILITIES:

- Spearheaded the development and execution of comprehensive digital marketing strategies, resulting in a 20% increase in online subscriber acquisitions within the first year.
- Collaborated with cross-functional teams to launch and promote new TV packages and services, leading to a 15% boost in revenue from upselling and cross-selling initiatives.
- Oversaw the company's social media presence, successfully increasing engagement rates by 25% through creative content development and community engagement strategies.
- Implemented data-driven decision-making processes by conducting regular data analysis and utilizing analytics tools, leading to a 10% reduction in customer churn rates.
- Managed a team of digital marketing professionals, providing mentorship, training, and guidance, resulting in improved campaign performance and staff development.
- Utilized A/B testing and customer segmentation techniques to optimize email marketing campaigns, achieving a 12% increase in email open rates and a 15% increase in click-through rates.
- Collaborated with external agencies and vendors to negotiate cost-effective advertising placements, resulting in a 30% reduction in digital marketing expenses while maintaining or increasing ROI.
- Conducted market research and competitive analysis to identify emerging trends and opportunities, ensuring the company remained at the forefront of the Digital television industry.
- Developed and maintained partnerships with local communities and organizations to enhance the company's corporate social responsibility initiatives, positively impacting brand perception and community engagement.