



DICK MADUEKE CHUKWU

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www.flipsnack.com/madueke/my-portfolio.html

CAREER OBJECTIVE

Technologically inclined Full Stack Digital marketer expert with superior communication skills and experience building campaigns using Google Ads platform, Google Analytics, and Facebook Ads. Interested in digital marketing specialist position in your organization to apply huge expertise. With Bachelor's degree in Engineering, IT and proficient computer skills coupled with familiarity in latest digital marketing trends and tools.

PERSONAL INFORMATION

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| • Date of Birth: | 28/10/1991 |
| • Gender: | Male |
| • Marital Status: | Single |
| • Nationality: | Nigerian |
| • Language: | English |

EDUCATIONAL QUALIFICATIONS

- **Federal University of Technology, Owerri.**
Electrical Electronic Engineering
Second Class Lower
2015 – 2018
- **Federal Polytechnic, Damaturu.**
Electrical Electronic Engineering
Distinction
2011 – 2013
- **Favor Comprehensive Secondary School, Ikom.**
Senior School Certificate Examination (SSCE)
2003 – 2009

EXPERIENCE

- **Schoolville Limited** (www.schoolville.com) **2020 – Till date**
Digital Marketer Specialist
- **Alenot Ecommerce store** (www.alenot.com) **2021 –2022**
Web Analytics Specialist
- **Nielsen Company** (<https://global.nielsen.com>) **2019 – 2020**
Field Researcher

AWARD AND CERTIFICATION

- Google Data Analytics Professional Certification In view
- Google Activate: E-commerce Certification 2021
- Hubspot Digital Advertising Certification 2021
- Hubspot Social Media Marketing Certification 2021
- Google Shopping Ads Certification 2021
- Google Ads App Certification 2021
- Google Ads-Measurement Certification 2021
- Google Search Ads Certification 2021
- Certificate of National Service (NYSC) 2020
- E-commerce Certification from eMarketing Institute 2020
- Social Media Marketing Certification from eMarketing Institute 2020
- Google Analytics Individual Qualification (Renewed 2021) 2020
- Google Display Ads Certification (Renewed 2021) 2020
- Hubspot Email Marketing Certification 2020
- SEMrush Keywords Research Certified 2020
- SEMrush Rank Tracking Test 2020

- Google Digital Garage: Fundamental of Digital Marketing Certification 2019
- Customer Service Management Certification 2019
- Health, Safety and Environment (HSE) Certification 2019
- Project Management Certification 2019
- Human Resource Certification 2019

SKILLS

- Expert in Google Analytics (Universal Analytics & Google Analytics 4), Google Tag Manager, Hotjar, MixPanel and Google Firebase for Web and Mobile Analytics.
- Use web analytics to provide insight into the user experience and inform user personas (Ability to track clicks, scrolls, downloads, logins, video play, site search, conversion and custom goal on website and mobile apps).
- Efficient and Certified in Google Ads/AdWords, Google AdMob, and Google My Business Expert. Ability to setup search ads, display ads, video ads, Facebook ads, LinkedIn ads & Google shopping ads using Google Merchant Center.
- Professional in Google My Business With ability to verify and Rank Small and Local Businesses on Google Map and Search Engine using Local SEO strategies.
- SEO Specialist; Expert in using SEO tools such as SEMruch, Ahrefs, Google Search Console, Google Webmaster tool, Google Page Speed Tool etc.
- Professional in Keyword Research and Competitor Analysis using Google Keyword planner, Keyword Toaster, AnswerThePublic, SimilarWeb, BuiltWith etc.
- Exceptional skills in Creating Google Ads using Google Ads Editor.
- Proficient in Creating Display Ads using Google Web Designer, and Viewsat.
- Ability to setup remarketing/retargeting ads using Google Marketing Platform.
- Social Media management, Content Creator & online reputation management.
- Ability to Manage, Monitor and Setup Social Media Tool Such as Buffer, Hootsuite etc.
- Email Marketing, Email Automation with Mailchimp, Aweber And MailStyler.
- Professional in Microsoft office; Word, Excel, and exceptional skills in Power point.
- Experience in Front-End Web Development with HTML, CSS JavaScript and Bootstrap.

- Efficient in developing Website, WordPress, Blogger and Google My Business Website.
- Familiar with Google Merchant Centre and Google Manufacturer Centre for Ecommerce.
- Working Knowledge of VWO, Google Optimize for A/B Testing and Multivariate Experiment.
- Extensive Experience in Developing and Optimizing Landing Page.
- Working Knowledge of Tableau for data analysis, Google Data Studio and Supermetrics for data Visualization and Business Intelligence.
- Familiar with Zoho and Hubspot, Salesforce CRM.
- Website Management & Content creation for website.
- Basic Electrical Electronic Skills including; Circuit Analysis, Networking, Satellite Antenna Installation, CCTV, basic phone repair skills.
- Excellent communication skills, both written and verbal. Speaks English fluently.
- Digital Marketing Instructor & Microsoft Office Instructor.

INTEREST AND HOBBIES

- Football, Volleyball
- Traveling and Singing

REFERENCE

- Mr. Otto Mark
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- Mr. Samuel Ochiga
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