

Contact

No. 9 Igbole Shapati, Ajah, Eti-Osa,
Lagos.
+2349077016503 (Mobile)
amanamabasiakpan@gmail.com

[www.linkedin.com/in/
amanamabasiakpan](https://www.linkedin.com/in/amanamabasiakpan) (LinkedIn)

Top Skills

Marketing Strategy
Business-to-Business (B2B)
Pay Per Click (PPC)

Languages

Ibibio (Professional Working)
Yoruba (Limited Working)
English (Native or Bilingual)

Certifications

Digital Marketing Certificate
Google Digital Marketing
Fundamentals

Amanamabasi Akpan

Digital Entrepreneur helping clients and businesses thrive and reach their clients in the Digital Space, using technology to connect people to value. | Let's Connect!

Lagos, Nigeria

Summary

Experienced Digital Marketing Manager with extensive experience building, maintaining, and running successful digital marketing campaigns. Bringing forth broad marketing knowledge, coupled with focused campaign experience.

Having executed numerous Digital Marketing projects in the last 4+ years, I have made myself conversant with the Digital Marketing world with a demonstrated history of working in the Real Estate, E-commerce, and Technology industry. I have strong expertise in the principles of Marketing Strategy, Digital Marketing, Social Media, Communication and Research.

Adept at creating and implementing client-centered, successful campaigns, aimed at improving brand awareness and presence. Accomplished at managing digital marketing presence in the areas of Content Marketing, Social Media Marketing, SEO, and Advertising.

Areas of Expertise:

SEO, SEM, PPC, Email Marketing, Social Media Marketing, Web Development, Content marketing, Video Marketing, Influencer Marketing, Affiliate Marketing.

Reach me directly via LinkedIn Message,
Email: amanamabasiakpan@gmail.com.
Website: <https://officialamaaa.github.io>.

Experience

iRUN Technology
Digital Marketing Manager & Web Developer
January 2021 - Present (1 year 9 months)

Lagos Nigeria - Remote

About:

i-Run is a tech solutions provider aimed at providing software solutions to businesses and individuals to ease their workflow and increase productivity. Evolutionary breakthrough in the Human Resources Industry, Time Management, Task Tracking etc.

Core Duties:

Manages all i-Run Nigeria digital channels.

Day-to-day Activities:

- Utilized strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points; designed, built and maintained social media presence
- Instrumented conversion points and optimize user funnels; collaborated with agencies and other vendor partners
- Evaluated emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Website management, content uploads & monitoring.
- Content marketing by developing weekly content for online promotion and reporting to the content manager.
- Report customer's request & queries to the management
- Employed the use of tools such as Google Analytics, MailChimp, Google Ads, Meta Business Suite, to effectively execute and track campaigns and measure KPIs.
- Measured and reported on performance metrics of marketing campaigns, gain insights, and assessed against goals.
- Manage social media accounts
- Develop engaging, creative & innovative contents to engage online customers
- Online customer service & company advocacy
- Promoting company's product, services and campaigns online for lead generation.

SWHAG

Marketing Executive

January 2022 - June 2022 (6 months)

Remote

About:

SWHAG is an E-commerce platform that has been designed with the aim of empowering young entrepreneurs to start their own drop-shipping businesses with very low startup capital.

Core Duties:

Managing all SWHAG Nigeria digital channels and mobile application.

Day-to-day Duties:

- Directed all activities and communications channels used to promote the brand or products.
- Design and monitor all aspects of our digital marketing department including our marketing database, email, and display advertising campaigns.
- Coordinate with advertising and media experts to improve marketing results.
- Developed and monitor campaign budgets.
- Improved and maintained Brand Integrity across all company marketing initiatives.
- Achieved increase in retention percentage of online customers through targeted content development and social media campaigns.
- Running Email Marketing Campaigns for the company using mail chimp as the major tool
- Manage social media accounts
- Develop engaging, creative & innovative contents to engage online customers.
- Online customer service & company advocacy
- Promoting company's product, services and campaigns online for lead generation
- Website management, content uploads & monitoring
- App management, monitoring, customer service and customer engagement.
- Monitoring App users behavior, downloads, collating data using Google Analytic Tool, Google Play Console, and report to the CEO.
- Content marketing by developing weekly content for online promotion.
- Report customer's request & queries to the management

Recherche Interiors

Digital Marketing Specialist

January 2021 - August 2021 (8 months)

Lekki, Lagos, Nigeria

About:

Recherche Interiors is an interior decoration company in Lekki, Lagos, Deals with high quality furnishing, lightings and finishes.

Core Duties:

Directed a internal team in deploying and strategizing for all digital activity including SEO, PPC, website management, email marketing, intranet curation, social media channels, video content and online advertising.

Day-to-day Duties:

- Planned and executed all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Measured and reported performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identified trends and insights, and optimize spend and performance based on the insights
- Brainstormed new and creative growth strategies; planned, executed, and measured experiments and conversion tests
- Collaborated with internal teams to create landing pages and optimize user experience
- Utilized strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points; designed, built and maintained social media presence
- Instrumented conversion points and optimize user funnels; collaborated with agencies and other vendor partners
- Evaluated emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Serving also as a branding manager to ensure the brand and its services are associated with the right message on its social media platforms, while using Google analytics and other social management tools to monitor its success.
- Implementing best SEO Practices on website to ensure that they rank top in most search engines, this was done with the together with the in house web designer.
- Developed solid affiliations with vendors to have a variety of products on site.
- Running Email Marketing Campaigns for the company using mail chimp as the major tool.

Thesaurus Gardens Limited

2 years

Marketing Manager

September 2019 - January 2021 (1 year 5 months)

Eti Osa, Lagos

About:

Thesaurus Gardens Limited is a ground breaking Real-estate development firm in the Ajah Axis of Lagos state with a Premium Product of Caribbean Lake City Estate which has rivaled several Real-Estates in the area.

Core Duties:

Oversee all digital activity including SEO, PPC, website management, email marketing, social media channels, video content and online advertising.

Day-to-day Duties:

- Planned and executed all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Measured and reported performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Manage social media accounts
- Develop engaging, creative & innovative contents to engage online customers
- Employed the use to tools such as Google Analytics, MailChimp, Google Ads, Meta Business Suite, to effectively execute and track campaigns and measure KPIs.
- Online customer service & company advocacy
- Promoting company's product, services and campaigns online for lead generation
- Website management, content uploads & monitoring.
- Content marketing by developing weekly content for online promotion.
- Report customer's request & queries to the management.

Marketing Executive - Internship

February 2019 - September 2019 (8 months)

Eti Osa, Lagos

About:

Thesaurus Gardens Limited is a ground breaking Real-estate development firm in the Ajah Axis of Lagos state with a Premium Product of Caribbean Lake City Estate which has rivaled several Real-Estates in the area.

Core Duties:

Assist in all digital activity including SEO, PPC, website management, email marketing, social media channels, video content and online advertising, ground operations and administrative management.

- Manage social media accounts
- Develop engaging, creative & innovative contents to engage online customers
- Online customer service & company advocacy
- Promoting company's product, services and campaigns online for lead generation
- Collaborated with team members to execute sales and marketing campaigns, leading brainstorming sessions to execute marketing plans for internal and external projects.
- Website management, content uploads & monitoring.
- Content marketing by developing weekly content for online promotion and reporting to the content manager.
- Report customer's request & queries to the management.

Education

University of Uyo

Bachelor of Urban & Regional Planning - B.URP, Urban and Regional Planning · (2014 - 2019)

Zero To Mastery Academy

Web Development & Programming · (June 2020 - November 2020)

International Management & Finance Institute, ICT Academy. Uyo.

Diploma of Education, Business, Management, Marketing, and Related Support Services · (2012 - 2013)