

Omeiza Lamisi, LAWAL >BSc Econs

Digital Marketing| Project Management |Business Strategist

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PERSONAL PROFILE:

- An accomplished digital marketer with over 4 years of comprehensive experience encompassing project management, business strategy development, and driving digital marketing endeavors for businesses. Acknowledged for a track record of effectively launching and steering successful projects as a Digital Marketing Executive at Success Drive Global Consult and Suru Group Limited.
- Proficient in leveraging a blend of project management expertise, strategic acumen, and digital marketing finesse to achieve objectives. Known for adeptly initiating and overseeing projects, adapting strategies to dynamic landscapes, and fostering innovation in problem-solving. Collaborative by nature, expertise in facilitating seamless teamwork across multifunctional domains, while maintaining a meticulous eye for detail in project oversight. Ability to work efficiently with people of diverse backgrounds

WORK EXPERIENCE/ ACHIEVEMENTS:

June 2020 to Date | **IT /Project Executive | Aerofield Homes Limited| GRA, Ikeja. Lagos, Nigeria**

Key Responsibilities:

- Increased brand awareness by 40% through the implementation of targeted marketing campaigns.
- Surpassed revenue goals by 20% through efficient project management and strategic planning.
- Produced a 95% client satisfaction rate through regular communication and feedback loops
- Create and manage content for blogs, websites and social media channels.
- Develop pricing strategies to balance firm objectives and customer satisfaction.

Aug 2018 - Dec 2019| **IT/Digital Marketing | Suru Group Limited, GRA, Ikeja**

Key Responsibilities

- Reduced cost per acquisition (CPA) by 15% through continuous analysis, refining targeting parameters, and ad copy optimization.
- Enhanced Google Ads' conversion rate by 25% through strategic bidding adjustments and ad copy refinement.
- Earned a 25% increase in conversion rates by implementing A/B testing methodologies and optimizing landing pages.
- Handled newsletter broadcasts, ensuring compelling content delivery. Contribute to content marketing strategies, creating engaging and relevant content for diverse digital platforms.

Feb 2018 - Jul 2018| **Digital Marketing Intern| Success Drive Global Consult| Allen, Ikeja, Lagos, Nigeria**

Key Responsibilities:

- Established a 35% rise in social media engagement by creating visually appealing and informative content that Increased email open rates by 30% by implementing segmentation strategies and personalized content, leading to improved engagement with the target audience.
- Exceeded sales targets by 25% through the implementation of strategically crafted campaigns on multiple platforms.
- Assessed client feedback, brainstormed innovative ways to enhance products or services, and focused on providing superior customer service by implementing quality improvements based on evaluation

TECHNICAL EXPERTISE:

- **CSS:** Competent in using CSS to style and design web elements, ensuring visually appealing and user-friendly interfaces.
- **JavaScript:** Proficient in utilizing JavaScript to create dynamic and interactive web applications, enhancing user engagement and functionality.
- **Innovative:** Constantly exploring inventive approaches and creative solutions to address challenges and drive progress in diverse projects and scenarios.
- **Service-focused:** Committed to delivering high-quality service, understanding client needs, and tailoring solutions to ensure exceptional satisfaction and value.
- **Excel:** Skilled in utilizing Excel for data analysis, visualization, and modeling, streamlining processes and facilitating informed decision-making.
- **Python:** Proficient in Python programming, applying it for various tasks including automation, data analysis, and web development to enhance efficiency and functionality.
- **Project Management:** Proficient in project oversight, ensuring timely delivery, optimized resources, and stakeholder satisfaction.
- **HTML:** Skilled in crafting responsive, semantic web pages for top-notch user experiences across devices and browsers.
- **Complex Problem Solver:** Capable of dissecting issues, analyzing root causes, and innovatively solving problems for efficient outcomes.
- **PowerBI:** Experienced in leveraging PowerBI for insightful visualizations, enabling data-driven strategies and informed decision-making.
- **SQL:** Proficient in querying databases, managing data, optimizing performance, and ensuring seamless information retrieval and analysis with SQL.

PROFESSIONAL CERTIFICATION:

2023| **Full Stack Web app Development (Python/Django)** | Anchorsoft Academy

2022 | **Data Analysis (SQL, PowerBI, Python, Excel)** | Oghas Technology

2018 | **Digital Marketing for Business** | Digital Ad Planet

2018| **Business Strategy Development** | Success Drive Global Consult

2018| **HR Functions & Metrics** | Success Global Consult

2015| **National Youth Service Corps Discharge Certificate** | NYSC

EDUCATION

2013| **Bachelor of Science: Economics** | University of Maiduguri | Borno State| Nigeria

INTERESTS

Research, Networking, Travel, Tutoring, Data Analysis and Digital Development Strategy

REFERENCES

Will be provided upon Request