

MICHAEL OTUJO

Digital Marketing Specialist

Summary

Michael is a results-driven digital marketing specialist with over three years of experience in online marketing, social media strategy, and content marketing within technology-driven sectors. He has achieved a 300% increase in social media impressions and 28% engagement rates by leveraging SEMrush, Google Analytics, and Mailchimp with strategic precision. Expert in crafting targeted B2B and B2C campaigns to fuel brand growth in e-commerce, fashion, and blockchain technology industries with a passion for expanding innovative strategies into new sectors.

Contact

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Lagos, Nigeria.

Education

B.Sc. in Sociology

Olabisi Onabanjo University, Nigeria

2018 - 2023

Relevant Coursework:

Consumer Behavior

Market Research Methods

Media Studies

PROFESSIONAL EXPERIENCE

Freelance Digital Marketing Specialist

Upwork | Remote

01/2025 - Present

- Delivered digital marketing services to global clients in cross sectors industries.
- Developed targeted social media campaigns using Creative tools, increasing client brand engagement by an average of 20% across platforms.
- Optimized SEO and PPC campaigns using SEMrush and Google Ads, driving a 15% increase in website traffic for e-commerce clients.
- Created email marketing campaigns via Mailchimp, achieving an average 22% open rate and 10% conversion rate for B2C clients.
- Conducted competitor analysis and market research to tailor strategies, resulting in a 12% increase in lead generation for small businesses

Digital Marketing Associate

SBA Group (Food and Beverage) | Lagos, Nigeria.

05/2024 - 01/2025

- Managed LinkedIn, Facebook, and Instagram pages, increasing post impressions by 300% and achieving a 28% engagement rate per post through food-focused content and promotions.
- Designed social media campaigns for a food industry trade show, generating 500 new leads and boosting event attendance by 15%
- Created a content calendar aligned with product launches, using SEMrush to analyze competitors and optimize posts for food and beverage manufacturers.
- Grew LinkedIn followers from 1,398 to 3,000+ in four months through case studies, appealing contents and partnerships with industry leaders in food production.
- Executed email marketing campaigns via Mailchimp for new equipment launches, achieving a 25% open rate.

Skills

Technical Tools:

- SEMrush
- Ahrefs
- Google Ads
- Meta Ads
- Hootsuite
- Canva
- Mailchimp
- Google Analytics

Soft Skills:

- Content Creation
- Copywriting
- Project Management
- Competitor Analysis
- Team Collaboration
- SEO optimization
- PPC campaigns
- Digital advertising
- CRM management

Certifications

- Google Digital Marketing & E-commerce Certificate, 2024
- Social Media Marketing (LinkedIn), 2023
- Google Analytics Certification (Alison), 2023
- Asana Foundations Skill Badge, 2024

Social Media Manager/ Content Creator

SKLD (Fashion and Lifestyle) | Lagos, Nigeria

08/2023
-
05/2024

- Increased Instagram post impressions to 2,000 per post by creating visually appealing graphics and videos using Canva
- Increased Instagram following from 22,000 to 26,000 in three months by creating engaging, visually appealing content and implementing targeted ads campaign, which led to a 35%+ increase in overall page insights
- Developed and executed social media strategies, boosting brand visibility by 20% and engagement by 15% across platforms.
- Monitored trends and customer feedback, adapting content to align with e-commerce industry insights, resulting in a 10% increase in website traffic
- Collaborated with marketing and product management teams to align social media efforts with product launches, driving a 12% increase in online sales.
- Analyzed KPIs using Google Analytics to optimize campaigns, improving click-through rates by 18%.

Social Media Manager

Obinex (Blockchain) | U.K. (Remote)

02/2023
-
08/2023

- Achieved a 300% increase in post impressions and a 28% engagement rate on X through targeted cryptocurrency and blockchain content.
- Designed email and social media campaigns for a crypto expo, increasing lead generation by 20% for blockchain services.
- Managed online brand presence, resolving customer inquiries within 24 hours and fostering community engagement in crypto forums.
- Partnered with tech influencers to create promotional materials, enhancing Obinex's brand awareness by 25% in the cryptocurrency sector.