

# Nofisat Dopemu

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## SUMMARY

An action-based, detailed and organised SEO specialist with over 3 years of diverse experience in paid and owned media. I am highly skilled in all aspects of SEO having worked on brands such as Audi, Guardian Jobs, Guardian Recruiter, Guinness, Johnnie Walker, McCain, PwC, Škoda and Volkswagen. I have additional account and line management experience and I am seeking an SEO Manager position to further my skills.

**TECHNICAL SKILLS:** Technical Audits, Competitor analysis, Content creation, Backlink Audit, Digital PR ideation, Keyword research, Local SEO, Microsoft Excel proficiency, Schema markup, SEO forecasting, SEO Strategy, Website migration, Presenting, HTML, CSS & Javascript,

**SOFT SKILLS:** Critical thinking, Effective communication, Learning, Problem-solving, Client management,

## PROFESSIONAL EXPERIENCE

### PHD Media

SEO Executive

London / UK

October 2022– Present

#### CORE RESPONSIBILITIES:

1. Support on managing a client account, setting up meetings, creating agendas and sending follow-up and meeting actions.
2. Full understanding of SEO processes, confidence within any given SEO task, its delivery to the client and follow-up (implementation, performance, next steps).
3. Enhancement of basic and advanced SEO Skills.

#### KEY ACHIEVEMENTS

- Implemented strategic keyword research and optimization techniques that maintained 96% click-throughs while paid search terms were paused.
- Led keyword research and content gap analysis for Johnnie Walker Prince Street resulting in a 75% increase in ticket sales.
- Collaborated with PPC team on a cross-functional campaign to absorb brand traffic, leading to a £5000 save in ads budget.
- Enhanced Guardian jobs existing content with intent-focused and data-backed keywords leading to 75% more page views than the previous 3 years.
- Managing and presenting monthly client briefings for clients' SEO accounts, highlighting organic traffic trends, seasonality, campaign growth and implementation success.
- Collaborated with the PPC team to provide high-impression keywords
- Collaborated closely with the Audio team to develop and produce a captivating radio ad for McCain air fryers recipe page on Alexa, resulting in a 30% increase in page visits and engagement.
- Enhanced tracking of physical store traffic through the implementation of a local SEO strategy, resulting in a 40% increase in footfall to brick-and-mortar locations.
- Managing technical SEO audits and providing SEO insights on website fixes and structure implementation
- Led subdomain migration for Skoda

### PHD Media

SEO Assistant

London/ UK

October 2021 – October 2022

#### CORE RESPONSIBILITIES:

1. Working with the SEO manager to formulate and execute SEO strategies for clients.
2. Day-to-day management of deliverables such as keyword research, website audits and content optimisation.
3. Assist the SEO Manager in meeting all deadlines and strategy objectives as laid out by the relevant leads on the account

#### KEY ACHIEVEMENTS

- Implemented personalized training program for new account manager, resulting in a 30% increase in retention rate of key clients on the account.
- Implemented efficient project management techniques to streamline workflow processes, resulting in a 20% reduction in turnaround time for all deliverables.
- Led comprehensive analysis of Guardian UK website's market opportunity, identifying untapped customer segments and developing a targeted value proposition, resulting in a 100% increase in their SEO investment.

- Implemented data-driven link-building campaigns that resulted in a 50% increase in high-quality backlinks, improving domain authority and driving more targeted traffic to EV pages.

## **Katie Barber Marketing**

*Digital Assistant*

Remote/Nigeria  
June – Oct 2021

### **CORE RESPONSIBILITIES:**

1. Increasing Facebook community engagement.
2. Creating a/b tests, monitoring ad performance on Facebook and Instagram.
3. Optimising articles and conducting SEO Audits.

### **KEY ACHIEVEMENTS**

- Optimised paid social campaigns for Fragata olives, resulting in a 30% increase in brand awareness and a 25% increase in active brand engagement on Facebook & Instagram.
- Developed and executed targeted SEO campaigns based on competitor analysis, leading to a 50% increase in online fundraising donations.

## **Travelotus Luxury Tour Limited**

*Founder*

Remote/Nigeria  
May 2016 – June 2023

### **CORE RESPONSIBILITIES**

1. Increasing profitability and brand awareness through digital marketing channels, Sponsorships and customer retention tactics.
2. Hiring, Onboarding and Employee Management.
3. Travel package curation and ideation.

### **KEY ACHIEVEMENTS**

- Grew and managed a cross-functional team of 4 employees, including a travel executive, social media executive, website designer, and copywriter to successfully scale our brand strategy by 30%.
- Conducted quarterly performance reviews to align individual strengths with department objectives, leading to a 10% improvement in project success rates.
- Developed and executed an innovative SEO strategy for travelotus.com, resulting in a 30% increase in organic website traffic.
- Implemented a comprehensive case scenario training program that reduced the average customer service interaction time from 10 to 5 minutes, resulting in increased efficiency and productivity.
- Implemented new sponsorship activation strategies that led to a 20% increase in brand visibility and engagement with target audiences.
- Collaborated with 15 high-profile sponsors, such as Coca-Cola and Dominos Pizza Nigeria, to strategically place products on tour materials, resulting in a 20% increase in brand affinity.
- Developed comprehensive process documents and training materials to streamline employee onboarding, reducing transition phase by 50% and improving new hire retention rates by 20%.
- Developed and executed a comprehensive marketing campaign utilizing social media, email marketing, and influencer partnerships to drive sales of the online course, resulting in a 75% increase in course enrollment within the first month.

## **EDUCATION & OTHER**

### **Federal University of Agriculture**

*Biological Sciences 2nd class lower*

Abeokuta/ Nigeria

June 2012

**OTHER EDUCATION:** Tech SEO pro (by Kristina Azarenko), Technical SEO course (Blue Array), Local SEO (SEMrush), PPC and SEO (SEMrush),

Member of Women in Tech SEO, Media for All, FCDC, TOFU

## **ADDITIONAL**

**EXPERIENCE:** Online course creation, Webinar creation, Email marketing

**TECHNICAL TOOLS:** Microsoft Excel, Screaming Frog, SEMrush, Ahrefs, Pi datametrics, Google search console, Looker studio, Deepcrawl, Sitebulb, STAT, Wordpress.

**INTERESTS:** Running & Exercise, Reading, Writing & Journaling, Cooking, Coaching, Hiking,