

GBOLAGADE A. ISHOLA

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CONTENT MANAGER • SEO SPECIALIST • DIGITAL MARKETER

Data-driven Digital Marketer specializing in SEO strategies, boasting over a decade of hands-on experience driving brand growth and optimizing ROI. Proficient in leveraging data-driven insights, innovative thinking, to craft and implement highly successful Search Engine Ranking strategies. My track record includes serving over 50 businesses, deploying impactful SEO-driven content marketing strategies. Committed to staying at the forefront of industry trends and continuously improving results, currently working on Google Search Generative Experience and Bing AI Recommended Result Ranking Strategies.

Signature Strengths:

Schema Markup • Mobile SEO • Local SEO • Technical SEO Audits • Keyword Research & Implementation • Link Building • Voice Search Optimization • SEO-friendly Content Creation • Performance Tracking & Reporting • Video & Image SEO Optimization • Metadata Optimization (Meta Tags, Descriptions) • E-commerce Platforms SEO • Algorithm Updates & Adaptation • Performance Analysis & Recommendations • Competitor Analysis • Content Strategy • Multichannel Marketing • Customer Relationship Management (CRM) • A/B Testing • Conversion Rate Optimization (CRO) • Marketing Data Analytics • Content Management Systems (CMS) • Content Marketing • Project Management • Writing & Editing • Pay-Per-Click Advertising (PPC) • E-commerce Marketing • Compliance and Regulations (GDPR) • Market Research and Analysis • Creative & Analytical Abilities • Visualization • Reports & Documentation • Excellent Communication

PROFESSIONAL EXPERIENCE

Sreeyam Soft Ltd – Digital Marketing Executive

2023-Present

Overview: Spearheading groundbreaking online visibility, lead generation and sales through strategic digital.

- Pioneered the digital presence of Talent Arbour from inception, garnering over 200 leads from ground zero.
- Executed post-lead generation initiatives, surpassing expectations by acquiring 200% more than projected.
- Fostered direct customer engagement strategies resulting in 1:1 interactions, enhancing rapport and trust.
- Applied a nuanced understanding of media costs and performance benchmarks in the strategic implementation of SEO/PPC campaigns, significantly contributing to lead generation and overall digital growth.

Techplus Solutions Ltd - SEO Specialist

2023-Present

Overview: Utilized tools such as GA4, Google Search Console, SEMRush, and Ahrefs to monitor key performance indicators (KPIs) and track the effectiveness of various SEO initiatives using strategies like A/B testing and competitor analysis.

- Consistently achieved a 40% increase in organic traffic over a six-month period by implementing advanced SEO strategies, including on-page optimization, strategic keyword targeting, and comprehensive competitor analysis.
- Orchestrated a multi-faceted approach, integrating technical optimizations, content restructuring, and competitive analysis to boost search rankings by 60%.
- Developed content plans, leading to a 60% improvement in search rankings and a 30% increase in revenue.
- Conducted in-depth market research and competitor analysis, providing actionable insights that guided strategies.

Top Choice Digital LTD – SEO Content Manager / Digital Marketing Manager

2019-2023

Overview: Managed a team of 5 on SEO, digital marketing strategies for 24 small-medium scale e-commerce businesses.

- Led to over 60% increase in website traffic, a 50% boost in lead generation (mostly organically, utilizing SEO, SMM Techniques amongst others), resulting in over 40% increase in combined sales per month.
- Led a team that successfully revamped websites architecture and content strategy, resulting in a 60% improvement in search rankings and a 50% rise in organic leads for multiple client campaigns.
- Collaborated with teammates to create and launch successful marketing campaigns, resulting in a 35% increase in brand awareness, 20% improvement in content quality and accuracy through guidance and feedback.
- Aggregated data using Supermetrics, Visualized data using Tableau and presented findings, resulting to 7x ROI

OTHER EXPERIENCES

Freelance PPC/SEO Specialist - Achieved average ROI increase of 120% for clients through optimization.

2018-2021

Trending NG Media - Self-built platform to curate online trends serving hundreds of users daily.

2017-2020

EDUCATION & CERTIFICATION

Master of Science (Digital Marketing), 2022-2023 (Distinction - Projection) - Middlesex University, London

Analytics, Consumer Psychology, Branding, Creativity, Trends and Tactics, AI-Automation, Strategy and Communications

Google Business Intelligence Professional Certificate – Coursera (2023)

Google Advanced Data Analytics Professional Certificate – Coursera (2023)

Google Data Analytics Professional Certificate – Coursera (2023)

TECHNICAL ACUMEN

AI, Storyline 360, Google Spreadsheet & Docs, PPC, SEO, SEM, HTML, CSS, Medium, WordPress, Joomla, Microsoft Office, Adobe Creative Suite, Canva, Google Analytics, Elucidat, HubSpot, Ahrefs, SEMrush, Hotjar, Typeform, Grammarly, Yoast, Google Adwords, Hootsuite, Monday.com, Asana, Screaming Frog, Google Keyword Planner, Articulate 360 suite, Camtasia, Mailchimp, Campaign Monitor, Sprout Social, Sales Navigator, Drupal, Shopify, WooCommerce, Vimeo, Salesforce, Zoho, Marketo, ActiveCampaign, Tableau, Power BI, Google Data Studio, Trello, Optimizely, Facebook Ads Manager, LinkedIn Advertising, Twitter Ads, SurveyMonkey, Qualtrics, BuzzSumo, Google Trends, SpyFu, SimilarWeb