

UZO OBEKI

DIGITAL MARKETING ANALYST ☎ 404-213-0475

◦ DETAILS ◦

404-213-0475
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◦ PROFILES

www.github.com/uzobeki/
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◦ SKILLS ◦

Digital Marketing
Front-End Development
Social Media Management
Email Marketing
SEO Copywriting
Google Analytics
Adobe Creative Suite

🎓 EDUCATION

Georgia Institute of Technology, Coding Bootcamp, Full Stack Development, Atlanta

December 2020 — Present

Frameworks: JavaScript, HTML5, CSS3, JavaScript, jQuery, Agile Methodology, Bootstrap, Node.js, Command Line, Git

Projects:

Weather Dashboard: A web app that dynamically pulls weather information for cities using Open Weather Map API and jQuery.

Pass Me The Aux: A web app that finds the lyrics and related songs for artists based on search and saves user input in local storage for future use.

Bachelor Business Administration, Marketing, Kennesaw State University, Kennesaw

August 2014 — July 2019

Member: American Marketing Association (Kennesaw Chapter), African Student Association

Relevant Courses: Advertising, Market Research, Marketing Strategy, Strategic Management, Beginner Application Development, Advanced Digital Market, Consumer Behavior.

📁 EMPLOYMENT HISTORY

Digital Marketing/ Business Development Associate at Reef Technology, Atlanta

December 2019 — Present

- Strategize, develop, and manage paid digital marketing campaigns across social, email, and web channels to drive awareness and purchases to parking garages and parking lots within targeted populations across North America
- Execute website redesign tactics, refine brand consistency, and increase Search Engine Optimization score to generate new customers and improve customer retention rate by 20%
- Craft comprehensive proposals and reports for internal stakeholders and clients to increase new business development by over \$100,000.
- Utilize WordPress, Pantheon, HTML, and CSS to conduct daily website maintenance and create 4 new websites that support brand visibility and market performance.

Marketing Intern at Marketing Eye, Atlanta

July 2019 — November 2019

- Worked on implementation of new marketing strategies and campaigns; generated monthly marketing reports on the results of those campaigns
- Developed promotion (social media calendar) and community engagement strategies that increased organization and productivity in posting, blogging and digital promotions
- Analyzed social media performance and perform research into client's industries to create competitor analysis reports
- Worked with teams to improve KPIs through data insights and reporting that needs to be presented for internal and external stakeholders

Marketing Intern at GreenSky, Atlanta

May 2018 — August 2018

- Supported Account-Based Marketing efforts for marketing operations, content marketing and demand generation
- Implemented social media promotion, Marketo data management and tele-lead generation to increase and retain customers
- Assisted in the distribution and delivery of marketing materials and execution of trade shows