Vanessa Adesuwa OMORAGBON

Ikeja, Lagos State, Nigeria. 500001

+234 8053437687

vanessa.omoragbon@outlook.com

[Click here to view portfolio]

Creative and strategic **Digital Marketer & Social Media Manager** with a strong foundation in SEO, analytics, paid advertising, content marketing, and visual design. I combine web development knowledge with marketing strategy to create campaigns that drive engagement, growth, and measurable ROI. Experienced in using HubSpot, SEMrush, Google Analytics, Google Ads and Meta Ads Manager to optimize performance and report measurable results.

Skills

- **Social Media Strategy & Campaign Management** (organic + paid)
- **Search Engine Optimization** (On-page, Technical, Off-page; SEMrush)
- **Paid Advertising** (Google Ads, Meta / Facebook & Instagram Ads)
- **Email Marketing & Automation** (HubSpot workflows, segmentation)
- **Analytics & Reporting** (Google Analytics GA4 / GAIQ, HubSpot Reporting)
- **Content Marketing & Storytelling** (blogs, carousels, short-form video)
- **Web & Marketing Tech** (HTML, CSS, JavaScript)
- **Design & Visual Branding** (Canva, Adobe Photoshop)
- **Social Media Tools** (Hootsuite, Buffer, Meta Business Suite)
- **Community Building & Engagement**

Experience

Digital Marketer 2023-12 – 2025-07 *Creacove*

- Grew Instagram engagement by 60% through artist-focused series and data-driven content scheduling.
- Produced SEO-driven blog content; used SEMrush keyword research and HubSpot content planning to improve search visibility.
- Managed paid prospecting and retargeting campaigns on Meta to drive sign-ups and discovery traffic.
- Implemented HubSpot workflows for lead capture and nurturing, improving lead-to-client conversion tracking.
- Analyzed audience behavior with GA4 and HubSpot Reporting to iterate content strategy.

- Executed cross-channel growth strategies across Instagram, LinkedIn, Twitter and Facebook.
- Ran paid campaigns (daily budget planning) and optimized ad spend to deliver a 20% increase in qualified leads.
- Aligned product messaging for landing pages, supporting conversion rate improvements via A/B testing and analytics.

Social Media / Community Manager 2025-01 –2025-07 *Ordersounds Beat Marketplace*

- Built multi-platform campaigns (TikTok, Twitter, Instagram, Facebook), increasing community engagement by 45% in 3 months.
- Designed motion posts, carousels and short videos that contributed to 300+ new producer sign-ups.
- Launched targeted paid campaigns using Meta Ads Manager, optimizing creative and audiences to reduce CPA.
- Built a performance dashboard combining HubSpot Reporting for weekly stakeholder updates.
- Managed an active community of 200+ producers across WhatsApp and Telegram.
- Automated email marketing sequences for onboarding and monthly updates.

Social Media Manager 2024-01 – 2025-02 *Synergic Sustainability*

- Designed awareness campaigns and educational content resulting in 35% follower growth in 4 months.
- Improved engagement through audience interaction and scheduled posts.
- Leveraged Google Analytics and HubSpot to measure performance and guide strategy.
- Analyzed campaign data to optimize reach and engagement across platforms.

Education

- **B.sc Microbiology and Industrial Biotechnology 2020-01 – 2023-08**
  Caleb University, Imota, Lagos State

Certifications

- **HubSpot Academy**:
  - Social Media Marketing [View Credential]
  - Digital Marketing [View Credential]

- **Google**:
  - Fundamentals of Digital Marketing (Google Digital Workshop) [View Credential]
- **SEMrush**:
  - SEO Essentials [View Credential]
  - Keyword Research Essentials [View Credential]
  - On-Page SEO Essentials [View Credential]
  - Technical SEO and AI Search Essentials [View Credential]
- **TestDome**: HTML & CSS Verified Assessment (100% score) [View Credential]
- **Adobe**: Adobe Certified Professional - Visual Design (Photoshop) [View Credential]

Technical Proficiency

- **Analytics / Reporting**: Google Analytics GA4, Google Search Console, HubSpot Reporting
- **Ads / Paid Tools**: Google Ads, Meta Ads Manager, Facebook Pixel, Google Tag Manager
- **SEO / Marketing Tools**: SEMrush, Ahrefs (familiar), SurferSEO (familiar)
- **Content & Social Tools**: Canva, Adobe Photoshop, CapCut, Hootsuite, Buffer, Meta Business Suite
- **Development / CMS**: HTML, CSS, JavaScript, Webflow

References

Available upon request.