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Summary

I'm a Certified Digital Marketing Expert (Google & Facebook), SEO Manager (Blue Array SEO, UK), Social Media Manager (Hubspot) with over 7 years of experience. Skills like SEO, SEM, SMM, Email Marketing, Copywriting, Blogging, E-commerce, Design (Adobe Suite & Figma), CMS Expert (WordPress, Shopify & Wix), etc. A team player with excellent communication skills, hardworking, result-driven, detail-oriented, and dedicated. Also, I have an attitude of finding optimal ways of achieving your business goals.

Skills

- Excellent digital marketing skills with specialty in Content Marketing, SMM and SEM.
- Excellent in the use of content management system (CMS) such as WordPress & Shopify.
- Good understanding of HTML and CSS.
- Excellent in the use of Google Analytics, Alexa, Ahref, Moz, and other digital marketing tools.
- Excellent understanding of Google Search Console (Webmaster tool) and Search Engine Optimization (SEO).
- Good understanding of PPC advertising, Search Engine Marketing, and Social Media Marketing.
- Excellent email marketing skills with Mailchimp, Mailerlite, Sendpulse, Kajabi, ActiveCampaign, Zoho Campaign, etc.
- Excellent with Graphics/Design tools like Adobe Photoshop, Illustrator, Canva, and Figma.
- Good video editing skills with Wondershare Filmora.
- Excellent Knowledge of SaaS Business and Enterprise software and solutions.
- Excellent knowledge of the products & solutions from Microsoft, Google & Zoho.
- A self-starter, critical thinker, eager to learn and open to trying new things.

Education

B.Sc. (ED) Human Kinetics

University of Benin – Edo State, Nigeria
October 2011 – October 2015

Certifications

Certificate in Content Management System, HTML, CSS, JS & PHP Pan African Institute – Port Harcourt, Nigeria Completed: 2016 - 2017	Digital Marketing Google Digital Skills for Africa Completed: 2019
Social Media Certified HubSpot Academy Completed: 2019	Facebook Certified Digital Marketing Associate Facebook Completed: 2020

Certified SEO Manager Blue Array SEO, UK Completed: 2020	Facebook Certified Creative Strategy Professional Facebook Completed: 2020
Facebook Certified Media Buying Professional Facebook Completed: 2020	Facebook Certified Lead Trainer Facebook Completed: 2021

Work History

Communications, Stakeholder Management & Promotions Officer (Fulltime, Onsite)

Lagos State Employment Trust Fund (LSETF) (www.lsetf.ng) – Lagos, Nigeria **May 2021 – Till Date**

- Assist with the conceptualization, planning and implementation of LSETF internal and external communication agenda.
- Implement brand strengthening, ensuring that all divisions get a strategic focus with clear and measurable goals for brand development in line with the Fund's strategic brand plan.
- Develop a suite of effect communications materials, segmented by target audience.
- Ensure effective design and management of all the Fund's channels (website, social media, etc.)
- Ensure adequate media coverage for corporate events and sponsorship activities.
- Develop digital engagement that promote the activities of LSETF and its beneficiaries.

Key Achievements

- Organically increased the followers and engagement by over 50%.
- Develop a marketing strategy for our partnership programmes like Employability Support Project with USADF, UNDP, GIZ, RedClay, etc.
- Develop a campaign strategy increase signups and attendance for our webinars and online sessions.
- Executed online marketing campaigns using our social media platforms to increase registration to all our training programmes.

Marketing and Communications Lead (Part-time, Remote)

SkillHat Inc (www.skillhat.ca) – Toronto, Canada

Jan 2021 – October 2021

- Create and implement marketing campaigns – including strategy, budget, schedule and content.
- Generate program leads via content, partner networking, social media and advertising.
- Design marketing artefacts such as course brochures, flyers and banners.
- Develop and maintain landing pages and the company website.
- Implement SEO strategy and create content for social media.
- Schedule sales calls with prospective students on behalf of sales team.
- Develop marketing automations with the website, Zoho, and other third-party apps.

Key Achievements

- Organically increased the LinkedIn & Instagram followers by over 100%.
- Onboarded 90 students within 4 months of going public with quite a number of leads in the pipeline.
- Created a lead generation strategy that brings in very high quality daily
- Built the brand, website and business process with director from scratch.
- Automating about 90% of the business process from the marketing, sales, and business operations.
- Develop a Go-To Marketing strategy
- Executed online marketing campaigns using platforms such as Facebook, Instagram, and LinkedIn.

Digital Marketing Associate (Full-time, Onsite)

Descasio Limited (www.descasio.io) – Lagos, Nigeria.

Oct 2017 – Aug 2020

- Build and implement viable digital marketing strategies for the company.
- Manage organization's social media platforms, scope and implement new social channels for the organization, and regularly develop and post content.

- Oversee all content creation to support the strategic marketing plan in place, including website content, ebooks, whitepapers, checklist, infographics, blog post, landing pages, and more.
- Coordinate with outside brands, news websites, and influencers to fully integrate digital media campaigns and digital advertising across all platform.
- Manage all online and print content materials and campaigns.
- Build and implement a content marketing strategy for lead generation and increase organic traffic.

Key Achievements

- Increase website organic traffic by up to 55% YOY.
- Organically increased the LinkedIn followers by over 100% and up to 50% on other networks.
- Developed content for customer success stories, plan & organize physical events & webinar which help in converting over 30% of our leads and upsell solutions to existing customers.
- Collaborated closely and thoughtfully with tech & sales team to meet company's annual target.

Digital Marketing Manager (Freelance, remote)

Easy Media Nigeria (www.easymedia.com.ng) – Lagos, Nigeria

Nov. 2014 – May 2021

Date

- Used knowledge of SEO to increase the organic traffic of several client's website in Nigeria, US, Canada, etc by as much as 100%.
- Act as consultant for brands and companies for content marketing, PPC advertising, social media management, SEO and email marketing campaign.
- Plan and execute digital marketing strategy and Go-to-market strategy for companies including content marketing, SEO/SEM, email marketing, social media advertising campaigns.
- Help develop lightweight, repeatable processes, workflows, and content templates that keep the team nimble and successful.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Identify trends and insights, and optimize spend and performance based on the insights.
- Brainstorm new and creative growth strategies for companies we manage.

Key Achievements

- Directed a social media campaign that increased video views and engagement of the client's page by 24%.
- Ran Facebook and Instagram ads with copies that generated over 20% bump in revenue.
- Generating 55% additional revenue for the company by upselling other services the client needs.

Digital Marketing Executive (Freelance, remote)

Nov, 2018 – Jan 2019

Flexi Africa (www.flexiafrica.com) – Harare, Zimbabwe

- Proposing of campaigns & strategies across digital channels & for email marketing.
- Creation of email marketing templates and campaigns in MailChimp, our email marketing Platform
- Manage organization's social media platforms, scope and implement new social channels for the organization, and regularly develop and post content.
- Develop content for social media & email marketing calendars for the company.
- Tracking and reporting on performance daily, weekly and monthly, as needed.
- Reach out Influencers and blogs for upcoming events and website promotions.

Key Achievements

- Prepare a go-to marketing strategy for the ecommerce company increase vendor signups and sales.
- Adopt the use of influencer marketing to reach out to small business owners in Zimbabwe which increased the brand awareness.

- Plan and organized the Flexi Africa launch which a lot of SMB in attendance and PR present for the event.

SEO Specialist / Content Writer (Fulltime, remote)

Android Nigeria (www.androidnigeria.com.ng) – Lagos, Nigeria

July 2013 – May 2019

- Strong attention to detail, accuracy, accountability and deadlines, and proven ability to meet tight deliverable deadlines.
- Perform competitor SEO research and prepare analytics and ranking reports for presentation to management.
- Research, develop, and implement SEO recommendation and link building strategy.
- Perform ongoing keyword research and optimization for the website.
- Pitching and creating new and exciting content series, articles, videos and social campaigns.
- Prepare and execute content marketing and link building strategy that generates organic traffic & leads via SEO.

Key Achievements

- Developed engaged community of Android fans in Nigeria.
- Successfully created must-follow Android Niche Website in Nigeria.
- Increased revenue and brand partnership with the company.
- Partnership with Jumia Nigeria, Gearbest, Tecno, Infinix, Itel, and other digital media agencies.

Content Writer (Fulltime, Onsite)

Gadgets Review Nigeria (www.gadgetsreview.com.ng) – Lagos, Nigeria

Oct 2015 – March 2016

- Take ownership of content for all assigned projects; responsibilities include requirements gathering, writing, editing, proofreading, and final delivery of development-ready files to design and production.
- Strong attention to detail, accuracy, accountability and deadlines, and proven ability to meet tight deliverable deadlines.
- Work with strategic planner and other creative team members to concept, develop and produce brand stories.
- Produce high quality content for the blog, web pages, and client presentations.
- Create, edit and improve content for our monthly newsletter.
- Generate ideas and conduct research for blog post and other viral content.

Key Achievements

- Developed engaged community of Gadgets fans in Nigeria.
- Grew the company social media channel by 80% in less than 6 months.
- Partnership with Lenovo, Infinix, and Itel.

References:

Available on request.