



# HUSSAIN IBRAHIM OPEYEMI

DIGITAL MARKETING AND E-COMMERCE SPECIALIST

## > PROFILE

Digital Marketing and E-commerce Specialist with a passion for data-driven results.

## > CONTACT

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2, Olasupo Street, Animashaun Bustop, Sango Ota, Ogun State, Nigeria 112101

## > HARD SKILL

Sales 88 %

Advanced SEO Strategies 91 %

Online Marketing 95 %

Google Analytics and Data analysis 85 %

E-commerce Platforms and Tools 90 %

Customer Service 91 %

## > WORK EXPERIENCE

February 2023 - Present

Car Sales Specialist (Remote)  
Automax Group LLC (Dubai, United Arab Emirates)

- Conduct virtual demonstrations and presentations to showcase various car models, features, and benefits to prospective clients.
- Negotiate prices, financing options, trade-ins to facilitate successful sales transactions while ensuring customer satisfaction.

March 2022- June 2023

Affiliate Marketing Specialist (Remote)  
Selar (Lagos, Nigeria)

- Created compelling marketing materials, including banners, email templates, and landing pages, resulting in 60% increases in click-through rates and affiliated-generated sales.
- Recruited and managed a network of affiliate partners, resulting in a 70% increase in affiliate program participation and productivity.

August 2019 - April 2022

Digital Marketing Consultant (Hybrid)  
Yah Ummie Stitches (Ogun, Nigeria)

- Devised and executed comprehensive digital marketing strategies that contributed to a 75% increase in online brand visibility and engagement.
- Conducted market research and competitor analysis, providing valuable insights that shaped marketing strategies and contributed to a 70% in market share.

## > VOLUNTEER AND INTERNSHIP EXPERIENCE

January 2023 - July 2023

Marketing Intern (Remote)  
TruLance | Egglin Community (Lagos, Nigeria)

- Conducted market research, providing valuable insights that shaped marketing strategies and resulted in a 60% in market positioning.

## SOFT SKILLS

Emotional and Social Intelligence	87 %
Adaptability and Resiliency	97 %
Growth Mindset	91 %
Effective Communication	80 %
Leadership	98 %
Teamwork and Creativity	89 %
Critical thinking	88 %
Project and Time Management	90 %
Problem Solving	92 %

## EDUCATION

[Bachelor's Degree in Biochemistry and Molecular Biology] | [Usmanu Danfodiyo University Sokoto] | [Sokoto State, Nigeria] | [Graduated in Feb 2023]

## AWARDS AND ACHIEVEMENTS

Public Relations Officer 1 | [Biochemistry and Molecular Biology] | [2018 - 2022]

## REFERENCES

Available upon request

January 2023 – June 2023

Content Development Volunteer (*Remote*)  
Young Innovation Leaders Fellowship (*Abuja, Nigeria*)

- Conducted thorough research on innovation and leadership topics, ensuring accuracy and up-to-date information in all content pieces.
- Supported the promotion of fellowship events and initiatives through content creation and social media outreach, leading to a 75% increase in event participation and online visibility.

October 2022 – January 2023

Content and Research Marketing Intern (*Remote*)  
Project C Foundation (*Singapore*)

- Conducted in-depth research on industry-related topics, trends, and competitors to develop data-driven content strategies.
- Created engaging and SEO-optimized content, including blog posts, newsletters, and social media updates, resulting in a 70% increase in website traffic and engagement.
- Utilized marketing analytics tools to track and analyze campaign performance, making data-driven adjustments that improved campaign effectiveness by 60%

## CERTIFICATIONS

- E-Marketing Specialization | University of California, Irvine | Coursera | 2023
- Market Research Specialization | University of California, Davis | Coursera | 2023
- Google Digital Marketing & E-commerce Specialization | Credit Degree | Google | 2023
- Meta Social Media Marketing | Meta | 2023
- Successful Negotiation: Essential Strategies and Skills | University of Michigan | Coursera | 2023
- Effective Communication: Writing, Graphic Design, and Successful Presentation | University of Colorado Boulder | Coursera | 2023
- Advanced SEO Strategies | University of California, Davis | Coursera | 2023
- Marketing Analytics | University of Virginia | Coursera | 2023
- Professional Leadership | University of Illinois at Urbana-Champaign | Coursera | 2023
- Critical Thinking Skills for the Professional | University of California, Davis | Coursera | 2023
- Emotional and Social Intelligence | University of California, Davis | Coursera | 2023
- Customer Relationship Management | HP Life | 2023
- Sales Forecasting | HP Life | 2023