

CURRICULLUM VITAE



Obinna J. Anagwu

Digital Marketing Specialist | Remote

obinna.anagwu@gmail.com | +234 913 361 2924

36 Peace Avenue, off Iworfe Road, Port Harcourt, Rivers state, 500102, Nigeria

(Available for Remote Work Globally)

<https://www.linkedin.com/in/ObiAnagwu>

<https://jossidy.com.ng>

PROFESSIONAL SUMMARY:

Results-driven Digital Marketing Specialist with 15+ years of marketing experience and proven expertise in brand development, digital campaigns, and customer acquisition. Specialized in SEO optimization, social media marketing, Google Ads, and integrated marketing communications. Track record of increasing brand visibility, driving revenue growth, and managing cross-functional teams in remote and multi-city environments. Seeking to leverage comprehensive digital marketing skills and creative leadership experience in a remote Digital Marketing Specialist role.

CORE COMPETENCIES:

Digital Marketing: Search Engine Optimization (SEO); Google Ads; Social Media Marketing; Email Marketing; Content Marketing; Google My Business; Digital Campaign Management; Marketing Analytics

Creative & Content: Copywriting; Creative Strategy; Graphic Design; Website Development; Video Editing; Brand Messaging; Content Creation; Creative Direction

Marketing Strategy: Brand Development; Market Research; Customer Segmentation; Campaign Strategy; Lead Generation; Conversion Optimization; Marketing Automation; Performance Analysis

Technical Skills: Google Analytics; WordPress; Adobe Creative Suite; CorelDraw; Microsoft Office Suite; Google Workspace; CRM Systems; Marketing Tools

Management: Project Management; Team Leadership; Client Relations; Budget Management; Remote Team Coordination; Cross-functional Collaboration

PROFESSIONAL EXPERIENCE:

General Manager | Bims Securities Limited | Remote/Port Harcourt, Nigeria

May 2021 - September 2023

- Developed and executed integrated digital marketing strategies across multiple cities, resulting in 35% market expansion
- Led remote team coordination and performance optimization, achieving 120% of organizational targets
- Implemented customer-centric digital solutions and automated processes, improving customer satisfaction by 40%
- Managed comprehensive brand positioning and digital presence across multiple market segments

Brand and Customer Relations Manager | Sinachi Properties Limited, Port Harcourt, Nigeria
October 2017 - April 2021

- Designed and launched comprehensive digital marketing campaigns, positioning company as leading real estate brand in Port Harcourt market
- Conducted in-depth market research and competitor analysis to identify customer personas and optimize targeting strategies
- Implemented marketing automation systems that improved customer service efficiency by 50%
- Created and managed multi-channel marketing campaigns across digital and traditional platforms
- Developed brand guidelines and messaging framework that increased brand recognition by 60%

Creative Director | Cinnax Creatives | Dubai, United Arab Emirates
August 2014 - July 2016

- Directed creative strategy and digital marketing initiatives for international clients across diverse industries
- Managed remote creative teams and client relationships, ensuring 98% project delivery rate and client retention
- Conceptualized and executed innovative digital marketing campaigns that enhanced brand visibility by 45%
- Oversaw website development, social media strategies, and digital content creation for multiple brands
- Delivered integrated marketing solutions combining traditional and digital channels

Creative Director and Head of Marketing & Business Development | Vivante Advertising Agency, Abuja, Nigeria
June 2010 - July 2014

- Spearheaded business development initiatives that established robust client portfolio for emerging digital agency
- Led integrated marketing campaigns combining SEO, social media, and traditional advertising channels
- Developed comprehensive marketing strategies that resulted in 200% client base growth within 3 years

- Managed creative projects and digital marketing deliverables while ensuring adherence to timelines and budgets
- Built and maintained strategic partnerships with key industry stakeholders

Creative Director and Public Relations Officer | Vox Advertising Agency | Port Harcourt, Nigeria
April 2008 - May 2010

- Pioneered company's digital transformation by launching first website and establishing social media presence
- Orchestrated comprehensive digital PR campaigns and influencer marketing initiatives
- Developed cohesive brand messaging across traditional and digital media channels
- Implemented SEO strategies and content marketing programs that increased online visibility by 75%
- Managed social media marketing and email marketing campaigns for multiple clients

Hotel Manager | Bellwood Hotels & Suites, Abuja, Nigeria
February 2004 - July 2007

- Led digital transformation initiative, developing company's first website and launching digital marketing campaigns
- Implemented innovative marketing strategies that increased revenue by 30% and enhanced brand visibility
- Managed online reputation and customer experience optimization through digital channels
- Developed staff training programs and performance management systems

EDUCATION:

Bachelor of Arts, Visual Arts

University of Port Harcourt, Port Harcourt, Nigeria

TECHNICAL PROFICIENCIES:

Digital Marketing Platforms: Google Ads; Google Analytics; Google My Business; Facebook Ads Manager; Instagram Business; LinkedIn Ads; Email Marketing Platforms

SEO & Content Tools: SEO Analysis Tools; Keyword Research Tools; Content Management Systems; WordPress; Blog Writing; Content Calendar Management

Design & Creative Software: Adobe Creative Suite; CorelDraw Graphics Suite; Canva; CapCut;

Web Development: WordPress; HTML/CSS; Website Design; Landing Page Optimization; Google Sites; Dreamweaver

Analytics & Reporting: Google Analytics; Social Media Analytics; Campaign Performance Tracking; ROI Analysis; Conversion Tracking; Marketing Dashboards

Project Management: Remote Team Collaboration; Digital Project Management; Client Communication; Budget Management; Timeline Coordination

KEY ACHIEVEMENTS:

- Increased brand visibility by 75% through comprehensive SEO and content marketing strategies
 - Achieved 200% client portfolio growth through strategic digital marketing and business development
 - Successfully managed remote teams across multiple cities and international locations
 - Implemented marketing automation systems that improved operational efficiency by 50%
 - Led digital transformation initiatives for multiple organizations, establishing online presence and digital marketing capabilities
 - Maintained 95% client retention rate through exceptional service delivery and strategic account management
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ADDITIONAL QUALIFICATIONS:

- **Remote Work Experience:** 15+ years managing distributed teams and remote client relationships
- **Multilingual Capabilities:** Effective communication across diverse cultural and linguistic contexts
- **Industry Expertise:** Real Estate, Financial Services, Hospitality, Creative Services, Education
- **Continuous Learning:** Stay updated with latest digital marketing trends, algorithms, and best practices