

# Ebi Rufus-Mike

## Digital/Social Media Marketer/Content Creator

A certified and trained digital marketing strategist, using social media to promote brand awareness while developing creative and innovative content, making use of relevant and trending technology to enhance customer base and to attract the right target audience in the market industry. I previously had the opportunity to engage in offline and traditional marketing within a period of 3 years.

✉ ebirufusmike@gmail.com

📍 Lagos, Nigeria

🌐 [linkedin.com/in/ebi-rufusmike](https://www.linkedin.com/in/ebi-rufusmike)

📘 [web.facebook.com/ebanehita.rufusmike](https://www.facebook.com/ebanehita.rufusmike)

📞 +234 8103279534

🌐 [lamichelle.com.ng](http://lamichelle.com.ng)

🐦 @lovely\_nehi

📷 [instagram.com/lamichelle\\_inspirations](https://www.instagram.com/lamichelle_inspirations)

## WORK EXPERIENCE

### Team Lead, Digital Marketing

#### ForeMedia Group

05/2023 - 06/2023

Lagos, Nigeria

##### Achievements/Tasks

- Manage the Digital Marketing and Sales Team, while coordinating, and keeping track of their tasks as I report to the Team Head.
- Overseeing all metrics, insights and analytics of all social media platforms for all the websites of the Organization, as well as promoting the Company's products and services.

### Digital Marketing Intern

#### ForeMedia Group

01/2023 - 05/2023

Lagos, Nigeria

##### Achievements/Tasks

- Provision of campaign performance insights .
- Co-ordinating in-market digital campaigns and providing Support with digital content creation and curation.

### Technical Business Executive

#### Adebola Sobanjo Company Limited

09/2020 - 03/2021

Lagos, Nigeria.

##### Achievements/Tasks

- Achieved growth and hit sales target by successfully meeting with new clients and prospects.
- Presented sales, revenue and expenses reports and realistic forecasts to the Management team.

### Technology Innovation Executive

#### Comercio Limited

11/2019 - 02/2020

Lagos, Nigeria

##### Achievements/Tasks

- Innovation, creation of skills, and management of Projects which included working with different software packages.
- Supporting marketing activities by attending trade shows, conferences and other marketing events in a bid to institute and emplace innovative ideas .

## EDUCATION

### Professional Diploma in Digital Marketing

#### Premium Digital Marketing Academy

09/2022 - 11/2022

Lagos, Nigeria.

### (MBC), Masters Business Computing

#### University of Ibadan

03/2016 - 05/2018

Ibadan, Nigeria.

### BSc Computer Science

#### Covenant University

09/2005 - 07/2011

Ota, Nigeria.

## SKILLS

Content Marketing/Copywriting

Email Marketing

Google Ads- SEM, Display and Youtube Ads

Keyword Research Planner

Google Analytics

Google Search Console

Graphics Design- Canva, Adobe Photoshop, Corel Draw

Leads Generation, Sales Conversion, Website Credibility

Online Marketing Strategy- Funnelytics, Customer Avatar

Search Engine Optimization

Social Media Marketing

Website Design-WordPress

## PERSONAL AND OFFICIAL PROJECTS

Running SMM Brand awareness and Website traffic Campaigns on Facebook, Instagram and Google (Youtube, Display and SEM Ads)

- Results: More Followers, comments, calls, signups, and referrals.

BusinessProfits Solution Project Launching  
(10/2020 - 03/2021)

- Results: Successful Management of the project and Head Marketer of Solutions as the Team Lead.

Alibaba Cloud Computing Project (11/2019 - 02/2020)

- Results: Innovation of solutions for different verticals of businesses and developing business proposals to potential and existing clients.

## CERTIFICATES

• Professional Diploma in Digital Marketing(PDMA):  
(11/2022 - Present)

• Alibaba Cloud Computing Certification(Security, Cloud Server and AI) (02/2020 - 02/2022)

• Oracle Database11g (SQL and OCA)