

SHADRACH DAVID AGBEBAKU

DIGITAL MARKETING EXPERT | SOCIAL MEDIA MANAGER

CONTACT



Lagos



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INTERESTS

- Digital Trends and Innovations
- Content Creation and StoryTelling
- Consumer Behavior and Psychology
- Social Media Platforms
- Project Management
- Brand Development and Management

SKILLS

- Adaptability and Learning Agility
 - Communication skills
- Attention to detail.
- Content Marketing
- Sales & Marketing
- Analytical Thinking
- Email Marketing
- Search Engine Optimization (SEO)
- Data Analysis
- Social Media Management
- Paid Advertising Skills (Google and Facebook Ads)

EDUCATION

- **Free Code Camp**
Data Analysis Certification (2022)
- **National Institute of Information Technology, Lagos, Nigeria.**
Digital Marketing Diploma (2015)
- **Obafemi Awolowo University**
Bsc - Computer Science
Science (2012)

REFEREES

- Available on Request.

WORK EXPERIENCE

1. 3CHUB BRAND MANAGEMENT LTD

3C HUB is a top class and the largest digital products retail store established in 2013, they provide affordable goods of multi smartphone brands with high-tech and fashion in Nigeria.

Lead Digital Marketer/Social Media Executive

June 2019 - till date

Key Responsibilities

- Developing Digital Marketing and social media Strategies
- Content Creation and Management
- Social Media and Platform Management (3chub, Transparent, Microstation, 3cmall)
- Budget Management
- Market Research
- Customer Relationship Management
- Community Engagement
- Social Media Advertising
- Social Media Analytics
- Influencer Marketing
- Crisis Management
- Collaboration with Other Departments

MALATA MOBILE - 2015

BRAND MANAGER | ONLINE STRATEGIST MANAGER

- Develop and execute comprehensive brand strategies that align with the company's overall goals.
- Position the brand effectively in the market, considering the competitive landscape and target audience.
- Manage and maintain the brand's visual identity, including logos, colors, and design elements.
- Conduct market research to understand consumer behaviour, industry trends, and competitor activities. Use insights to inform brand strategy and positioning.
- Develop and implement communication strategies to promote the brand.
- Monitor brand mentions and sentiment online. Address any negative feedback or crises that may impact the brand image.
- Work closely with sales, marketing, and product teams to ensure brand alignment across the organization.
- Plan and execute brand-related events, sponsorships, and partnerships. Ensure that events align with the brand's values and objectives.
- Develop and implement comprehensive digital marketing strategies aligned with overall business goals. Identify opportunities for online brand promotion.
- Oversee social media strategies to enhance brand awareness and engagement. Monitor and respond to social media trends and user interactions.
- Develop a content strategy for online channels, ensuring it aligns with brand messaging and values. Optimize content for search engines and user engagement.
- Manage online advertising campaigns, including pay-per-click (PPC) and display ads.

2. JUMIA.COM.NG

Jumia is an e-commerce platform that operates in various African countries, including Nigeria. It was founded in 2012 and has since become one of the leading online retail platforms in the region.

MERCHANT ACQUISITION

July 2015 - December 2018

Key Responsibilities

- Lead Generation
- Outreach and Communication
- Educating Merchants
- Building Relationships
- Negotiation and Onboarding
- Market Analysis
- Documentation and Compliance
- Training and Support
- Staying Informed

3. SPECTRUM INNOVATION TECHNOLOGY IKEJA

Spectrum Phones is a Limited Liability Company. A retail brand of Spectrum Innovation Technologies Ltd. that are dealers from different brands with shops online and offline. They are also an innovative Wholesaler and Retailer of various brands of mobile phones across Nigeria and some West African countries.

MARKETING AND ONLINE STRATEGY MANAGER

August 2013 - October 2015

Key Responsibilities

- Overseeing and executing marketing initiatives
- Online Presence Enhancement
 - Content Strategy
- Online Advertising
- Competitor Analysis
 - Team Leadership and Management
- Marketing Strategy Development
- Created online content such as landing sites, click baits, blogs, and commercial advertisements; tracked and analyzed the success of the content.

PROFESSIONAL MEMBERSHIP AND QUALIFICATIONS

1. Data Analysis Certification

Free Code Camp (2022)

2. Association of Digital Marketing Practitioners in Nigeria (ADMARP)

3. West African Vocational Education (WAVE)

Certified in Enhancing Organizational

TRAINING/CERTIFICATIONS

Digital Marketing Strategy & Planning June - January 2023

Facebook Blueprint - META

Fundamentals of Digital Marketing January - 2020
John Hopkins University

Fundamentals of Social Media Marketing |
Business marketing kits February 2019
University of Maryland

Business Analytics | Market Research & Consumer
Behaviour December - 2018
University of Colorado

AWARDS/RECOGNITIONS

Overall Best Media Graduating Student 2021
(Gtext Academy, Stephen Akintayo Consulting)

Award of Excellence - 2022
(3chub Brand Management Limited)