

## CERTIFICATIONS

Hubspot social media marketing  
Hubspot content marketing  
Hubspot email marketing  
Hubspot inbound

## SKILLS

SEO  
PPC  
Airtable & Notion  
CRM Software  
Flutterflow & Adalo  
Keyword Research  
Landing Page Creation & Optimization  
A/B Testing  
Google Ads Management  
WordPress  
Website Management & Optimization  
HTML & CSS  
Microsoft Word & Google Doc  
Hootsuite & Buffer  
Slack  
Sales Funnel design  
Canva  
Mailchimp  
Hubspot  
Zapier & Integromat

-----  
Creative Problem Solving  
Excellent writing/verbal communication  
Detail Oriented  
Team player  
Insight on Marketing workflows & KPIs

## EDUCATION

Adekunle Ajasin University, Akungba  
B.S. edu in Geography  
2015 - 2019

## EXPERIENCE

### Digital marketing specialist

Freelance | February 2020 to present

- Set up a fully functional WordPress website
- Managed and Optimized Google Adwords account: implemented proper account structure, reduced CPC, increased relevant traffic through keyword research, and conducted A/B testing.
- Used Google analytics data to access visitors behavior, make adjustments with SEM and SEO strategies and achieve KPIs
- SEO Optimized WordPress Site: On-Page SEO optimization with Yoast SEO including title tags, site architecture, site map, content, and internal linking: utilized competitive keyword research to determine rank-ability and find long-tail keywords.
- Implementing Lead Capture and Email Marketing Campaigns: created targeted Landing Pages, & ran Paid Ads campaign

### Content Marketing / SEO (Remote)

July 2022 - November 2022  
Global Commerce Media LLC  
New York, NY 10004, USA

### Digital Marketing Manager

December 2021 - Present  
JEDMOON IMPEX LIMITED  
Lekki, Lagos Nigeria

### Teacher

June 2021 - November 2021  
Bishop Phillips Academy Iwo  
road Ibadan, Oyo Nigeria.

### Teacher

January - August 2018  
Community High School  
Ikare, Ondo Nigeria.