**CHINAZA MIRACLE SAMUEL**

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**PROFILE SUMMARY**

I have great prowess in solving the complex problems of businesses such as profitability, Brand Visibility, customer conversion and retention etc and contributing to the growth and development vision using digital marketing strategies.

I am an ardent problem solver who is very proactive and a creative thinker. I am highly resourceful, skilful and knowledgeable, very big on personal development and a lifelong Learner. A self-motivated, top performer and result oriented business professional.

An organization’s valuable growth partner who is very passionate about organizational growth through solving it’s complex marketing problems using proven digital marketing techniques, tools and strategies to drive brand awareness and revenue growth by targeting the right customers and driving quality traffic to your business.

Ability to implement advanced strategies that converts site visitors to paying, returning and loyal referral customers at the lowest cost possible. Engaging customers to become brand advocates through improved value perception.

Apt in the fusion of traditional marketing and digital marketing for the achievement of desired maximum results.

**AREA OF EXPERTISE – DEMONSTRATED SKILLS**

**Customer Avatar and Competitor Analysis Research:** Able to determine your customer avatar as this is the most important part of digital marketing, the understanding of who your target customers are, when, where and how to target them to get results. Able to run customer research using Alexa, SimilarWeb, Google AdWords and many other tools as trained and tested in the Digital Marketing Skill Institute.

**Landing Page**: Able to develop high converting landing pages using tools like Instapage to drive conversion and generate leads as implemented during my course at the Digital Marketing Skill Institute.

**Strategy Formulation**: Skilled at developing result oriented digital marketing strategy as evidence in my outcome during my course at the Digital Marketing Skill Institute. I developed a cost-effective digital marketing strategy for an Insurance Company.

**Google Analytics:** Able to use Google Analytics to perform high level analysis of website visitors, analyse how well products are doing to make informed data driven decisions. Smarter marketing for better results.

**Data Analytics:** Ability to know and use basic data analytical tools in solving customers problems and providing them the right solutions desired for effective in customer retention and revenue growth plans.

**PROJECT ACCOMPLISHMENTS**

1. I did a customer avatar for my business and it helped me better understand who my customers are, what their needs are and how to efficiently satisfy those needs.
2. I successfully ran a spy on my competitor avatar to gain competitive advantage.
3. I successfully developed a sales funnel
4. I developed a full-blown website – yoursite.com
5. I successfully developed a landing page and connected it with an email marketing software called Mailchimp.
6. I successfully audited a website and developed a wire frame.

**INTERPERSONAL SKILL**

**Communication** – Able to communicate effectively the right value to all stakeholders of the business by virtue of my proficiency in communication. Being able to speak to each audience suitably. Very proficient in report, content, copywriting as evident in my work and educational experiences.

**Problem Solving** – Able to use analytics to provide customer focused marketing solutions by measuring key performance indicators to draw our innovative solutions for implementation. I was able to solve a class challenge on how to target Nigerian clients in the UK.

**Leadership** – Able to work and build team by motivation that generates the right work attitude for better productivity. I have worked and loved with people from different backgrounds, which has helped me to efficiently manage small, medium and large teams in my various work experiences.

**CERTIFICATIONS**

***October 2023 Digital Marketing Skills | Digital Marketing Professional Certified***

**Digital Marketing Fundamentals:** I learnt the fundamental principles that are required for any digital marketing success. I also learnt the power of applying digital marketing concepts across the marketing function in any business – integrating traditional and digital marketing strategies to maximize result.

**Website Conversion Funnel:** I learned about website conversion rate and usability. Also learnt how to architect a “conversion funnel” that gives businesses exactly what they want: MORE customers that are MORE valuable, all while spending LESS to acquire them.

**Website Development:** I learnt how to build and run websites using WordPress, installing required plugins. Building mobile friendly websites using world-Elementor. Increasing website security using SSL.

**Search** **Engine Optimisation:** I learnt how to use different SEO techniques and keyword research methods to optimise customers engagement and conversion as well as revenue generation in SEO.

**Content Marketing:** I learnt about writing optimised articles that promotes a company’s brand and attracts it’s Target customers.

**Ecommerce Development:** I learnt how to build Online Stores.

***Google Training Institute / Google Analytics 4 Certified***

***October 2022, Training and Development Institute TDI Global / Improved Judgment Skills for Better Decision Making Certified***

***December 2022, Training and Development Institute TDI Global / Improved Sociability for High Performance Certified***

***ACCOMPLISHMENTS***

I successfully designed and built a landing page and sales funnel for three (3) SME’s

I designed my business landing page

I designed my business website and online store.

**EXTRA CURRICULAR ACTIVITIES**

**2015 National Anti-Corruption Volunteer Corps | Integrity Awareness Program Of The (ICPC)**

∙ Embarked on an urban rural sensitization in the various schools, markets and parks in various societies, educating them on the need to abstain from immoral and corrupt practices in the society, giving them, also telling them to contact the adequate bodies if they see anyone committing any criminal offence.

∙ Acted as whistle-blowers in the society, we contact the ICPC when we see or hear of any criminal or corrupt practice in the society.

**CMA Business Start up Coach/Mentor for Young Female Entrepreneurs**

∙ I coached and mentored 5 start up from idea generation to full implementation and break even/profitability

**Global Enterprise Challenge School Business Project Coordinator for Sanctum Startup College**

∙ Lead the school as the entrepreneurship consultant to an annual global enterprise challenge and won first position in Execution

***ACADEMIC QUALIFICATION***

**October 2023 Digital Marketing Skills Institute |Digital Marketing Professional Certification with specialization in WordPress Website Development and Search Engine Optimisation**

**2015-2018 University of Nicosia, Cyprus |M.Ed In Education Sciences with specialization in Leadership and Administration**

**2011-2013 University of Cape Coast, Ghana |B.Sc In Entrepreneurship and Accounting (Double Majors)**

**I did an audit trail on a small business and helped them fix their business/operation processes to ensure efficiency in operations leading to productivity.**

**INTEREST**

1. Sport: Long Distance Race

2. Learning and practicing digital marketing strategies

3. Listening to both political and business News

4. Travelling and meeting new people

5. Electronic and computing gadgets

**REFEREES**

Available on request