

Ingrid Davidson

Digital Marketing Specialist

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👤 Female

PROFILE

My name is Ingrid Edem and I am a dedicated and results-driven Digital Marketer with a proven track record of creating and implementing successful online marketing campaigns. Proficient in various digital marketing techniques and tools, aiming to leverage my skills to drive business growth and enhance online presence.

PROFESSIONAL EXPERIENCE

Digital Marketer present | Remote, Nigeria
HARAAC Network

- Develop and execute effective digital marketing strategies for HARAAC network.
- Manage Google Ads and Facebook Ads campaigns, consistently achieving and surpassing client ROI targets.
- Conduct keyword research and on-page optimization to improve organic search rankings for client websites.
- Create engaging social media content and manage social media accounts, resulting in increased follower engagement and brand awareness.
- Monitor and analyze campaign performance metrics, generating regular reports for clients and making data-driven recommendations for optimization.

Administrative Assistant 2022 – present | Abakiliki, Nigeria
Ministry of Education

- Assist in organizing and maintaining documents, files, and records.
- Provide support in scheduling meetings, appointments, and events.
- Aid in preparing official correspondence, reports, and presentations.
- Respond to inquiries and interact professionally with internal and external stakeholders.
- Contribute to the coordination of special projects and initiatives.
- Assist in data entry, verification, and analysis as required.
- Collaborate with team members to ensure seamless workflow.
- Uphold the confidentiality and integrity of sensitive information.

EDUCATION

Content Writing 2021 – 2023 | Remote, Nigeria
Udemy

Digital Marketing 2022 – 2023 | Remote, Remote
Udemy 

B.A English/Literary Studies 2017 – 2022 | Akwa Ibom, Nigeria
Ritman University

SKILLS

Content Writing (*Excellent Writing Skills Time Management Creativity Research Ability Social Media Savviness Attention to Details*)

MultiLingual (*English, Ibibio, Korean*)

Digital Marketing Skills (*- Search Engine Optimization (SEO) - Social Media Marketing (SMM) - Copywriting - Project Management - Email Marketing - Content Creation and Strategy*)

AWARDS

Best Vlogger 2021
Ritman University Social Club

Best Content Creator 2022
Ritman University

PROJECTS

Road To Lost Angeles May 2022
A short Story

The Market September 2021
Fiction

A Trip to the Maldives September 2021
A short story

SEO AND ITS PERKS IN THE WEB WORLD. 
A Digital Marketing Digest August 2023

ORGANIZATIONS

NYSC/Servicom 2022 – present | Abakiliki, Nigeria
Volunteer community development

Broke Girls Travel Diary 2022 – present | Abakiliki, Nigeria
Creative Director

INTERESTS

Reading, Researching, Writing, Travelling.

REFERENCES

Charles Fidelis, *Product Designer*, Remote/Freelance
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