**TORAYOK ALFRED-ABENG MBOTO**

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**PROFILE SUMMARY**

* Result driven digital marketing professional, with ability to drive awareness and business growth using proven digital marketing strategies and tools, to target your exact customers and drive quality traffic to your business. Also, to implement strategies, that will convert site visitors to new, returning and referred customers at the lowest cost.
* Am a confident, resourceful, diligent, highly energetic and discipline individual, seeking to develop my skills and make significant contribution in your organization.
* I am dedicated and keen in solving complex problems by critical thinking. I am fervent about digital marketing with interest in solving complex digital problem.
* Learned on integrating traditional marketing with digital marketing to maximize result.

**AREA OF EXPERTISE**

* **Website:** Developing result oriented digital marketing, evidence in my outcome during my course at the digital marketing skill institute, developed a website for a kitchenware store, optimised the website for ranking and audit website.
* **Social Media Tools:** Able to use cost effective and smart social media tools to manage, monitor and optimize social media engagement by using tools like hootsuite, funnelytics and much more as practised during my course at digital marketing skill institute.
* **Social Media Ads:** Can run effective social media ad, and target effectively your exact target audience as implemented in my project at the digital marketing skill institute.
* **Customer Avatar:** Able to identify your customer averter is very crucial in digital marketing, as it’s the key to determining who your targets are, where and how to target them to get results.
* **Landing Page:** Able to build high converting landing page using elementor pro, to drive conversion and generate leads as implemented during my course at digital marketing institute.

**PROJECT ACCOMPLISHMENT**

* Audited a website
* Developed a website
* Developed a landing page and successfully integrated it with an email marketing software called getresponse
* Photo editing
* A good knowledge of canva
* Successfully ran ads for a kitchenware store

**INTERPERSONAL SKILLS**

* **Problem Solving:** Able to use analytics to provide customer focused marketing solutions, by measuring key performance indicators to draw innovative solutions for implementation. I was able to solve a class challenge of researching on quality keywords that will organically target 10000 on a kitchenware website.
* **Communication:** Able to motivate team members and generate positive attitude to setting up new procedure. I have worked, schooled and lived with people from different background which makes it very easy for me to adapt anywhere I find myself.

**CERTIFICATIONS**

* Digital marketing skill, certified as professional digital marketer
* Microsoft office power user

**Professional Experience**

Oct 2018- Oct 2021 **Ministry of Power, Cross River State**

* Supervision of daily running of power plants.
* Supervision of gas pipe laying project.

2011(Feb – Sept) **Pipeline and Product Marketing Company (Subsidiary of NNPC) Calabar**

* Monitor purchasing policy of petroleum products including in the depot.
* Hullaging of loaded trucks, product tanks and vessels in the depot.
* Prepare daily, monthly, quarterly and annual stock report.

 2012– 2013 **Model Govt. Girls Secondary School, Rumueme, Rivers State**

* Physics teacher
* Assistance Games Mistress

**Education**

2021(Oct-Nov) Digital Marketing Skill Institute

2015 -2016 Coventry University, Coventry, England.

2007 - 2012 Igbinedion University, Okada, Edo State.

2001 - 2007 Akim Akim Model High School, Odukpani, Cross River State

1994 - 2001 Command Children Nursery and Primary School, Calabar.

**INTEREST**

* Learning and practicing digital marketing strategies
* Listening to business news
* Travelling and meeting new people

**REFERENCE**

On request