

UCHE OGBONNA

Digital Marketer

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Professional Summary

Tech-savvy Digital Marketer with more than 3 years in integrated marketing, testing, search engine optimization, Pay-Per-Click and social media marketing. Proven results in digital marketing efforts.

Work History

07.2022 - 01.2023

Digital Marketer

Boston Realty Institute - Boston , United States

- Managed marketing campaigns to cultivate brand awareness and drive website traffic.
- Managed social media accounts for clients, generating interest for existing and upcoming product or service releases.
- Developed and implemented successful digital marketing campaigns to drive customer engagement and increase brand awareness.

05.2021 - 04.2022

Digital Marketing Associate

Radiant Living Biz - Atlanta Georgia , United States

- Created and deployed social media content, engaged with target audiences and boosted reach with strategic ad placements.
- Created social media content with innovative brand messaging to support new product launches.
- Mentored and trained teams in KPI analysis and performance evaluation using Google AdWords and Google Analytics.
- Completed keyword research and analyzed competitor SEO and PPC campaigns to identify gaps and opportunities.

02.2021 - 10.2021

Digital Marketing Specialist

Productive Insights - Melbourne, Australia

- Created Pay-Per-Click campaigns to drive targeted traffic to company website.
- Mentored and trained teams in KPI analysis and performance evaluation using Google AdWords and Google Analytics.
- Created social media content with innovative brand messaging to support new product launches.
- Implemented marketing automation tools to streamline and automate repetitive marketing tasks.
- Conducted market research by analyzing industry trends, consumer

demographics and competitor activities to inform marketing strategy.

02.2019 - 10.2019

Digital Marketing Intern

ClickFirst Marketing - Boulder, Colorado

- Created engaging content for Pinterest, Facebook, and Instagram.
- Assisted marketing coordinators and graphic designers with website copywriting and proofing.
- Worked with HootSuite and Google Analytics to create information uniformity.
- Contributed to mock-ups, email campaigns, and social media content.

Education

02.2012 - 11.2018

Bachelor Of Science, Statistics, Ebonyi State University - Nigeria

- Completed professional development in Statistics

03.2020 - 09.2020

Diploma, Digital Marketing, Springlight Technologies - Nigeria

- Completed professional development in Digital Marketing

Certifications

Google Search Ads Certification

Google Digital Garage - Fundamentals of Digital Marketing

HubSpot- SEO certification