

RAMAN SHATTA

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To work in an Organization that offers challenging situations, efficiency and support for career growth. To be resourceful in a competitive and challenging Organization by complimenting the work that is being performed in the Organization. The need to have integrity and honesty, and that is what I strive to do in my work.

Work Experience

Freelance/Digital Marketing Instructor

Go My Code - Ikeja

April 2023 to Present

I am responsible for teaching the students the principles and best practices of marketing in the digital age.

This include topics such as search engine optimization (SEO), social media marketing, email marketing, content writing, and digital advertising.

Digital Marketing & Corporate Sales

PRINTIVO LIMITED - Lagos

February 2017 to December 2020

- Manage the company all social media/digital platforms.
- Interact with customers, potential customers with aim to convert.
- Copywriting, promotions/campaigns, email campaigns.
- Website optimization and testing of what works best, and designing/creating positive customer experience process that is unique and makes the company stands out.
- Research, study and keep an updated file reports on trends and competitors in the industry.
- Present a weekly report on campaigns performance, organic platform performance and strategy to scale further.
- Develop strategy on how to acquire, retention of B2C and B2B customers.

Social Media Manager

PRINTIVO LIMITED - Yaba

September 2015 to January 2017

- Manage the company social media platforms.
- Interact with customers, potential customers etc and convert.
- Generate contents, create campaign, email campaigns.
- Manage angry customers and turn them into happy customers.
- Google analytics and other manual analytics of the website traffic.
- Research, study and keep an updated file reports on competitors in the industry.
- Organize social events for the company staffs and audience.
- Make a weekly report on customers complaint and how to resolve them

Education

Expert in Advertising & Social IMC

Northwestern University
March 2016 to April 2016

Bachelor of Environmental Resources Management in Environmental Resources Mgt

Federal University of Agriculture Abeokuta
January 2006 to January 2012

Senior Secondary Certificate Examination in SSCE O Level

Akute Grammar School, Ogun State
2006

Leaving Certificate

Lagos State
2000

Skills

- Ability to learn fast.
- Exceptional ability to work independently.
- Ability to effect changes in already existing structure.
- Ability to work against deadline and multi-task.
- Very good public relations skills.
- Customer service
- Digital Marketing Strategist
- Contents Writing
- Microsoft Office
- Organizational skills
- Communication skills
- Leadership

Certifications and Licenses

Email Marketing Specialist

May 2018 to June 2018
Certified Email Marketing Specialist

Customer Acquisition Specialist

October 2017 to November 2017
Certified Customer/Traffic Acquisition Specialist

Optimization and Testing Specialist

September 2017 to November 2017

Certified Optimization and Testing Specialist for Landing Page