

ABUBAKAR ISMAIL BELLO

DIGITAL MEDIA STRATEGIST

P +234 810 293 3789

E ismailbello64@yahoo.com

A Kado-Kuchi, Abuja

SUMMARY

Tech-savvy digital strategist with demonstrated expertise in end-to-end digital marketing and media management. Adept in problem identification and solving, process documentation, product marketing and revenue generation, by leveraging a diverse skill set in research, strategy and project management.

EXPERIENCE

March 2020 – Present

Digital Media Strategist at **Flexisaf Edusoft Limited**

- Research profitable keywords to rank for and implement SEO strategies for the company's website.
- Analyse SEO plans to identify loopholes and improve strategy for visibility.
- Keep abreast of the industry trends to inform comparative analyses presented to management.
- Generate quality leads for the companies products efficiently and cost effectively using PPC platforms such as Google Ads and Social Media.
- Design digital communication strategies to improve lead generation, customer engagement as well as create awareness for the company.

January 2017 – Present

Digital Marketing Consultant at **Kyojin Conduits**

- Developed over 20 WordPress sites with good reviews. Some of these include: sheebznaturalle.com, cyberexchange.com.ng, and pjexchange.com.ng
- Design brand awareness strategies that leverage social and digital media, specifically for small and medium size businesses.
- Create and deploy platform-specific content for SMEs, primarily on Instagram, Facebook and Twitter.
- Successfully ranked a website on page 2 of Google with only content and no backlinks.

May 2015 – October 2015

Student Intern at **Ahmadu Bello University**

- Worked with the team responsible for Network Troubleshooting and Cabling.

EDUCATION

Ahmadu Bello University, Zaria

B.Eng. Electrical Engineering

2013 - 2018

KEY SKILLS

- Social Media Management
- Google AdWords
- Google Analytics
- Facebook Business Manager
- WordPress
- Web Design
- Microsoft Office Suite
- Content Creation
- SEO Writing
- Marketing Research
- Digital PR
- Campaign Management
- Effective Communication
- Relationship Management
- Creative and analytical thinking

LANGUAGES

- English language
- Hausa
- Fulfulde