

# MOSES OLOWOLABI

## Digital Marketing Specialist

Advertising and Marketing Strategy | Campaign Management | Marketing Automation | SEO-SEM | Copywriting | Social Media Marketing Management | Graphics Design | Youtube Scriptwriting | Physiologist | Online Freelance

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Location: Lagos.

### Objective:

A graduate of Physiology, accomplished, results-driven and soft-skilled with a proven track record in researching, developing and implementing successful digital marketing strategies.

Experienced in marketing funnel specialization, a/b analytics, graphics design, UI design, copywriting, online marketing strategy, content creation, advert writing/ad copies, online research, and lead generation. Versatile copywriter with a passion for creating engaging and persuasive content to leverage my expertise in writing, storytelling and marketing to drive results for clients. I possess the ability to collaborate with cross-functional teams, including designers and developers to create exceptionally captivating copies that are visually appealing, along with user-friendly websites and landing pages.

Searching for a challenging role where I can utilize my expertise in optimizing marketing campaigns, driving online presence, and increasing brand visibility to achieve business growth while working with or without a team. My interests include; dancing, singing, sports, video games, musical instruments, reading and traveling.

I look forward to learning from everyone and any company I work with.

### Summary of Qualifications:

- 3+ years of experience in digital marketing, social media marketing, email marketing, and content marketing.
- Demonstrated expertise in researching, developing and executing integrated marketing campaigns across various digital platforms.
- Proficient in utilizing analytics tools to track and measure campaign performance, obtain insights, and optimize strategies.
- Strong leadership skills with the ability to manage cross-functional teams and collaborate with stakeholders at all levels.

- Experience in conducting thorough research to develop compelling and factually accurate content.
- Proficient in using content management systems (CMS) and other relevant software.
- Creative problem-solving abilities and a passion for staying up-to-date with industry trends and best practices.
- Proven ability to drive traffic growth, increase conversions, and improve customer engagement.
- Excellent verbal and written communication skills, with a keen eye for details and creative approach to content development.

## **WORK EXPERIENCE:**

### **European Auto Expo**

**New Jersey, United States**

**May 2020 – May 2020**

#### **Digital Marketing Manager / Lead Generation Specialist / Copywriter [Remote]**

- Developed, implemented and managed comprehensive social media strategy and marketing plans resulting in a 37% increase in website traffic, increasing search rankings and click-through rates.
- Produced a 24 hour high level social media campaign to optimize bids and targeting while maximizing ROI.
- Conducted thorough market research, keyword research and competitor analysis to identify trends and opportunities, leveraging insights to drive campaign performance.
- Drove social media reach, impressions, engagement while increasing daily potential reach to an estimated 1.1% in 24 hours.
- Optimized campaign to generate an estimate of over \$100,000 in potential sales.
- Grew potential customer base on Meta platform while increasing awareness of the business in interactive, fun and informative ways.
- Automated ads to generate peak traffic and leads with 99% efficiency.
- Increased brand visibility by creating compelling and persuasive ads targeted to interested audiences.
- Measured the success of social media campaigns from campaign budget to campaign execution.
- Optimized ad copies for advertising while improving the overall image of the company.
- Ensured the visual elements of the campaigns aligned with the written content.
- Conducted thorough proofreading and editing to ensure error-free and polished copy.
- Developed innovative marketing strategies and tailored messages to target audiences.

- Created persuasive copies for various marketing channels, including websites, emails, social media, and advertisements.
- Designed and edited high-level graphics for use during ad campaigns.
- Monitored key performance indicators (KPIs) and generated regular reports to measure the effectiveness of digital marketing initiatives.
- Forwarded leads to management to close leads.

## **East Leeds Car Sales**

### **Leeds, England**

**May 2020 – April 2020**

#### **Lead Generation Specialist / Graphics Designer/ Ads Copywriter [Remote]**

- Developed, implemented and managed comprehensive social media strategy and marketing plans.
- Conducted thorough market research and competitor analysis to identify trends and opportunities, leveraging insights to drive campaign performance in targeted geographical area.
- Optimized campaign to generate an estimated daily potential reach of 0.06% over a broad audience definition.
- Automated ads to generate peak traffic and leads to achieve estimated potential sales between £7,500 and over £100,000.
- Designed and edited high-level graphics for use during ad campaigns.
- Researched and analyzed target audiences to create compelling and engaging copy that effectively conveyed the brand's message.
- Ensured the visual elements of the campaigns aligned with the written content.
- Conducted thorough proofreading and editing to ensure error-free and polished copy.
- Monitored key performance indicators (KPIs) to generate reports to measure the effectiveness of digital marketing, and copywriting initiatives.

## **Ads Copywriter/ Lead Generation Strategist**

**Solid Rock Auto Group**

**Garrettsville, Ohio**

**2020-2021**

- Developed, implemented and managed comprehensive social media strategy and marketing plans.
- Conducted thorough market research and competitor analysis to identify trends and opportunities, leveraging insights to drive campaign performance in targeted geographical area.
- Optimized campaign to generate high reach, impressions and engagement.
- Automated ads to generate peak traffic and leads to achieve estimated potential sales between \$3,488 and over \$50,000.
- Designed and edited high-level graphics for use during ad campaigns.
- Ensured the visual elements of the campaigns aligned with the written content.
- Conducted thorough proofreading and editing to ensure error-free and polished copy.
- Monitored key performance indicators (KPIs) to generate reports to measure the effectiveness of digital marketing, and copywriting initiatives.

## **EDUCATION:**

**Bachelor of Science in Physiology**

**Olabisi Onabanjo University**

**2019.**

**SKILLS:**

- Digital marketing strategy development and implementation.
- Google Ads, Facebook (Meta) Ads, Instagram Ads, et cetera.
- MailChimp, Hubspot management.
- Search Engine Optimization (SEO).
- Search Engine Marketing (SEM).
- Social media marketing.
- Email marketing.
- Content marketing.
- Google Analytics and other analytics tools.
- Pay-Per-Click (PPC) campaign management.
- Team management and leadership.
- Market research and competitor analysis.
- Strong written and verbal communication skills.

**REFERENCES:**

**Available upon request.**

**SELF-PROJECTS:**

**UI Designer**

**Freelance**

**2022 – Present**

Currently working on revamping Domino's Pizza Nigeria app UI in view of proposing a newer UI.

Portfolio available upon request.

## **Copywriter**

### **Freelance**

#### **2020 - Till present**

- Created effective world class ad copies that lead to conversion.
- Created compelling content for blogs, social media, and email marketing campaign to drive increased brand engagement and customer loyalty.
- Edited and proofread content/copy for accuracy, grammar, and style while maintaining a high level of quality and professionalism.
- Ensured the visual elements of the copies aligned with the written content.
- Conducted thorough proofreading and editing to ensure error-free and polished copy.

<https://justtheimpulse.wordpress.com/2022/10/05/kanye-west-blasts-critics-on-his-white-lives-matter-statement-khloe-kardashian-responds/>

<https://justtheimpulse.wordpress.com/2022/10/01/cryptocurrency-explained-in-a-ten-year-olds-language/>

## **Social Media Manager/Digital Marketer**

### **LearnDev Foundation**

#### **Volunteer**

#### **2022- Till present**

<https://github.com/LearnDev-Foundation>