

# ABUBAKAR ISMAIL BELLO

## DIGITAL MARKETING SPECIALIST

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**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, optimization 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.
- Apply Conversion Rate Optimization techniques to make sure quality leads are converted efficiently.
- 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.
- Run organic SEO campaigns for clients for lead generation

#### 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

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

### LANGUAGES

- English language
- Hausa
- Fulfulde