

# Esosa Igie

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## INTRODUCTION

Smart and Hardworking, fast learner, adaptive, creative, great people and communication skills, proper project manager with vast experience.

I am Efficient in adobe suites, WordPress, SEO, PPC (pay-per-click), and Microsoft tools, and the ability to streamline daily activities for maximized productivity and delivery. Detail-oriented and dedicated to activating great work ethics through exemplary leadership.

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## Projects worked on

www.techshopng

www.brandbypolar.com

www.thefamilyplaceng.com

www.sisilawyer.com

Landover.aero/Landover-aviation-business-school/

buffahost.com

MBGN 2022

TWENTY 5TH PLACE

BLBDD BEAUTY CAMPAIGN

BABA FEST 2022

Dreamhome NG

K&FFOOD ART

THE FAMILY PLACE NG

BRAND BY POLAR

A.I.B (ACCIDENT INVESTIGATION BUREAU)

Kronestech.com

RATHINKDESIGN

PerfectdoorsNG

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## Experience

### Digital Marketing Manager

RA TRADING & INVESTMENT LIMITED • Ketu, Lagos  
02/2023

- Marketing and selling of the company's products, and to create competitive advantages for our company in the market industry.
- Represents the company's brand and drive strategies to increase product awareness by observing the market, competitors, and industry trends.
- Developing marketing opportunities, planning and implementing new sales plans.
- Researching, strategizing and creating content for successful campaigns.
- Measuring and reporting on the performance of all digital marketing campaigns and access against goals (KPI)
- Design digital media campaigns according to business goals.
- Planning digital marketing campaigns, including web development, SEO/SEM, PPC, email, social media and display advertising, etc.
- Coordinate and manage the creation of all digital content such as website, blogs, press releases, and podcasts, infographics, videos, etc.
- Establish a reputable online strategy to improve brand presence. Brainstorm new and creative growth strategies

Communicating courteously with customers face to face, telephone calls, email and letter. Keep accurate records of discussions or correspondences with customers;

learn about organisation's products and services and keep the client updated with

Identifying the latest trends and technologies affecting our industry and proffer solutions

Evaluating important metrics that affect our website traffic, service quotas, and large audience.

## **Digital Marketing, Social Media/Brand Manager**

Colvi Limited (STUDIO24 NIGERIA) • Lekki, Lagos

02/2022 - 12/2022

As a Digital Marketing Manager, I was responsible for planning, developing, implementing, and managing the overall Colvi Limited's digital marketing strategy. I am responsible for

managing, guiding, and training digital marketers. As the Social Media/Brand manager, I am tasked with overseeing the creation of original text and video content, and the management of posts and responses to followers on the company's social media platforms. I manage our company's image in a cohesive way to achieve our marketing goals.

- I manage the social media (facebook, instagram, twitter, youtube and linkedin)
- I create contents for Glam express, Studio24 Nigeria, purple baby, Twinklestar, Kodak express, Marias Grills.
- Collaborate with COO, HR Manager, Finance Manager, Regional Managers, social media and Communications Manager, Branch Sales Manager, Marketing Manager (s), and other leaders of outlets and subsidiaries.
- Set up Content strategy for digital contents, marketing designs or development templates for online marketing
- Craft digital marketing project estimates and plans
- Establish and manage the ICT/digitalization project process
- Prepare and monitor digital marketing schedules, scope, and budgets
- Manage team workload and morale
- Provide regular digital marketing project status reports
- Organize and lead digital marketing meetings and trainings

- Facilitate communications
- Manage stakeholder relationships
- Manage Digital marketing campaigns
- Ensure a high level of internal and external customer service.

## Digital Marketing Manager

TechshopNG • Ikeja, Lagos state  
08/2020 - 11/2022

In charge of guiding, monitoring, and leading team 5 assigned as the e-commerce team called TECHSHOPNG. Responsible for motivating teammates and inspiring positive communication between the team and management so we work together to achieve organizational goals and objectives by setting monthly sales objectives, and retrieving monthly E-commerce analytics and data (sales, organic traffic, online direct sales, etc.).

- implementation of sales strategies for e-commerce (www.techshopng.com) SEO, Social media marketing, and email marketing.
- Mandatory seminars and lectures on surveillance and security, storage (NAS), Networking, and Renewable Energy (INVERTER, UPS)
- Managed the work of 4 employees, increasing team efficiency by high margins from content creation, following up on leads, digital marketing strategy, and conversions.

## Digital marketing manager

Exalt applications • Ikeja, Lagos state  
11/2021 - 02/2022

Exalt application is an IT firm, set to provide IT services from mobile applications, web apps, management systems, courier and logistics, e-commerce etc.

- As a remote staff, I was responsible for designing digital marketing strategies for the E-commerce platform E-MARKET.

- Create marketing promotional content for the courier service, which serves as a rider platform for bike and vehicle owners.

SET TARGET- Q1 500 hundred riders, 1.5million new users

## Head of business

Penciledge Limited • Ikeja, Lagos  
02/2018 - 05/2020

Day-to-day liaison with clients, and follow-ups on deliverables. SME initiative title (SME 1000), aimed at giving 1000 SMEs an online presence. Web content creator, social media management: Buffahost, Sports padi, Pensms, Penciledge, etc. SEO, Product design. Facilitate training.

- Developed relationships with overland/ Landover aviation school's new staff members, and head of IT in developing a student management system
- Provided customer service and was involved in training new team members each month

## Studio Assistant

GELA STUDIOS • Ikeja, Lagos state  
10/2015 - 09/2017

Studio assistant - Organize and maintain studio logs, and equipment. Support studio designers and staff in delivering projects on time.

## Chief account officer

Contingent Limited. • Ikeja, Lagos state  
08/2013 - 12/2015

- Secured vendor status with banks and corporate organizations,
- Ensure delivery of consumables: logistics and documentation.
- Office Management.

- Regularly examine financial statements and ensure they are accurate and free of any errors
  - Organize and update financial records; monitor all bookkeeping
  - Analyze accounts and suggest improvements to reduce costs and increase profits
  - Keep company accounts information confidential
  - Stay abreast of industry changes
  - Prepare, manage and present monthly reports
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## **Skills**

Sales, Social media marketing, Customer service, leadership, SEO, Adobe Creative Suite, Photography, Digital designs, PPC Campaign Management, Digital marketing, WordPress, odoo, Article writing, Content Strategy

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## **Education**

### **Entrepreneurial and Business Management**

National Open University of Nigeria • Victoria Island, Lagos state  
11/2017

### **Photography**

Dsap • Ikeja, Lagos  
04/2017

### **Banking and Finance**

Babcock University • Illishan remo, ogun state  
04/2011

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## **Certificates**

Google Ads Display Certification, Search Ads 360 Certification, Creative Certification Exam

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## **Projects**

Kronesfarms

Kronestech

Krones-Dash

KronesAcademy

Ignite Africa