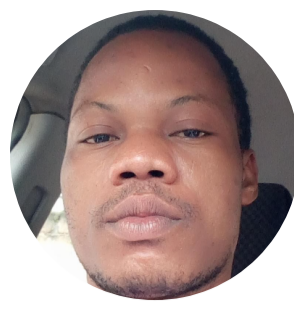


ADEYEMI MOSES



CONTACT INFORMATION

- ✉ ademose35@gmail.com
- 🏠 Lagos, Nigeria
- 📞 +2348177464264

SKILLS

- SEO
- SEM
- PPC
- Web Design
- WordPress
- Content Management
- Digital Marketing
- E-commerce
- Social Media
- Strategy
- Planning
- Leadership
- Communication
- Analysis
- Problem-solving
- Project management
- Data analysis
- Teamwork
- Negotiation
- SMM
- Youtube Videos
- Display Ads
- Google Keyword Planner
- Hootsuite
- Screaming Frog
- SEMrush
- Google Merchant Centre
- B2B & B2C
- Competitive Analysis
- Website Audit
- Keyword Research
- Backlink Building
- Facebook Ad Manager
- Google Search Console
- Google Analytics
- Bing/Microsoft Ads

LANGUAGES

- English | Advanced

OBJECTIVE

A Digital Marketing professional with the best hands-on training and experience in digital advertising, search engine optimization (SEO), search engine marketing (SEM), social media marketing and advertising (SMM), Email automation, lead generation, YouTube video campaign, pay-per-click campaign launch and management (PPC). WordPress website development, management, layout, and plugins maintenance, content development e. t. c. Skill and certified in Google analytics, Google search console, Google Ad words, Facebook (Meta), digital advertising, Microsoft/Bing advertising, Amazon digital services, SEMrush, Ahref, Moz, hootsuite, Microsoft office and excel e. t. c, in order to bring rewards on investments(ROI).

EXPERIENCE

WEBSITE MANAGER

KOA Education Foundation. Lagos | Apr 2023 - Present

- Manage all aspects related to the Company's online presence, including website, social media presence, blogs, and SEO.
- Review, plan, and develop website strategy and content.
- Develop and manage social media pages.
- Maintain all web content, including articles, blogs, and landing pages.
- Maintain and update SEO tools.
- Maintain, update, and protect website security.
- Research and optimize website for increased traffic.
- Responsible for web analytics including Google Analytics, GoogleTag Manager and Mixpanel.
- Create and enhance journeys for our personas on the website that facilitate the achievement of Web KPIs using insights from quantitative and qualitative behavioral data.
- Develop and manage Website/CMS governance & processes for the business plus marketing automation tools (Hubspot).

DIGITAL MARKETING SPECIALIST

Vconnect Global Services. Lagos | Sep 2015 - Mar 2023

- Uses Google Ad word to developed and launched a PPC campaigns, display advertising, video advertising, including keywords research for effective marketing campaign.
- Developed unique website content and maintain brand presence on social media platforms pertaining to current topics, trends, and practice in the industry.
- Responsible for executing of digital marketing strategies.
- Exceeded Q1 and Q2 revenue goals by 29% and 24%.
- Use Google Analytics to track the effectiveness of all the marketing campaigns to measure their performances for effective decision.
- Optimization of social media campaigns saw an increase of user engagement and website page views by 300% in 2017 which also helped increased return on investment by over 400%.
- Devices content strategy for the website and work with the content writing team to ensure that all blogs, videos and emails are sent out in a timely manner.
- Developed, execute, and optimize cutting-edge digital campaigns from the beginning to launch.
- Work cross-departmentally to align campaign strategies and goals across the organization.
- Provide ongoing actionable insights into campaign performance to relevant stake holders.
- Define , measure , and evaluate relevant paid media KPIs.
- Build out media buys for various ad platforms and oversee the day-to-day execution of paid media.
- Oversees and manage overall paid media budget.
- Conduct in-depth keyword and website research, ad grouping and audience targeting.
- Maintain knowledge of industry best practices and new technologies.
- Manage campaign expenses, staying on budget estimating monthly costs and reconciling discrepancies.
- Optimize copy and landing pages for search engine marketing.
- Perform ongoing keyword discovery ,expansion and optimization.
- Research and implement search engine optimization recommendations.
- Research and analyze competitors advertising links.
- Develop and implement link building strategy.
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code.
- Work with editorial and marketing team to drive SEO in content creation and content programming.
- Recommend changes to website architecture, content linking and other factors to improve SEO positions for target keywords.
- Developed and managed digital pay-per-click advertising campaign, Facebook and third party content distribution networks.
- Performed monthly adjustments on clients accounts/campaigns in Google AdWords and social media channels in order to maximize performance within current budgets.
- Supports channel digital advertising programs, written proposals and client presentations based on analysis of prospects long-term goals and available budget.
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code. e. t. c.

OPERATION OFFICER

Courier Plus [TNT]. Lagos | Jun 2012 - Aug 2015

- Handled customer complaints with empathy and composure.
- Proactively participated in meetings and helped create new practices.
- Developing company policies and ensuring compliance.
- Planning and managing projects and contributing to product innovation.
- Tracking operational costs toward maintaining profits margins.
- Promoting efficiency by implementing improved operational procedures.
- Analyzing and maintaining operational data, and monitoring product inventories.
- Monitoring adherence to policies and processes throughout the company.
- Oversees human resources development policies, training, and performance reviews.
- Ensuring positive client, supplier, and vendor relationships.

EDUCATION

BACHELOR'S OF SCIENCE IN MARKETING

Lagos State University. Ojo. Lagos | Mar 2006 - 2011

CERTIFICATIONS & COURSES

- Google Analytics (Google Academy)
- Google AdWords (Google Academy)
- Digital Advertising (Linkedin)
- Search Engine Optimization (SEO)
- Competitive Analysis (SEMrush)
- Keyword Research (SEMrush)
- Website Audit (SEMrush)
- Backlink Building (SEMrush)
- Social Media Marketing (Hubspot)
- Microsoft/Bing Ads(Microsoft)
- Facebook/Instagram Ads (Meta)