

# ISA AKHARUME

## Digital Marketing Instructor at New Horizons Nigeria

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## SUMMARY

A digital marketing manager with more than five years' experience working for both domestic and foreign businesses, a love of new media, and a solid grasp of online marketing, well-versed in content marketing, social media management, SEO, SEM, and data-driven marketing campaigns. Able to raise an organization's visibility by turning unproven brands into sector authorities through carefully planned media campaigns and in-depth knowledge of internet tools, trends, and business models. has experience managing marketing teams to achieve and surpass digital marketing goals.

## EDUCATION

DIPLOMA IN E-BUSINESS

ALISON, Ireland

2017 – 2018 Ireland

MECHANICAL ENGINEERING (B.MENG)

Ambrose Alli University, Ekpoma

2009 – 2014 Edo

SENIOR SECONDARY CERTIFICATE EXAMINATION

Iqra Comprehensive School, Ijaye

2002 – 2002 Lagos

FIRST SCHOOL LEAVING CERTIFICATE

Central Primary School, Ikeja

1995 – 2001 Lagos

## EXPERIENCE

DIGITAL MARKETING INSTRUCTOR

New Horizons Nigeria Computer Learning Center

2021 – Present Nigeria

New Horizons Nigeria is the leading ICT Training and Exam Testing Institute in Nigeria, with over 10 years cognitive experience.

- Instructor in all fields of Digital Marketing: SEO, Facebook ads, Google ads, Social media management, analytics, etc .

## SKILLS

### Marketing

DATA-DRIVEN MARKETING SEM

SOCIAL MEDIA MANAGEMENT SEO

CONTENT MARKETING & BLOG AUTHORITY

KEYWORD RESEARCH & ANALYSIS CRM

WORDPRESS SEO DIGITAL STRATEGY

GOOGLE ANALYTICS INDUSTRY TRENDS

STRATEGIC PLANNING END ANALYSIS

SEO COPYWRITING GOOGLE ADWORDS

EMAIL MARKETING LEAD GENERATION

SALES FORECASTING CONTENT CREATION

COMPETITOR & TREND ANALYSIS

YOUTUBE MANAGEMENT

COMMUNITY MANAGEMENT

BUDGET MANAGEMENT

### Marketing Tools

GOOGLE ANALYTICS GOOGLE ADS

GOOGLE ADWORDS LEAD GENERATION

GOOGLE KEYWORD PLANNER BUFFER

MAILCHIMP FACEBOOK BUSINESS

GOOGLE ADS HOOTSUITE CANVA

GOOGLE WEBMASTER TOOLS SEMRUSH

BING WEBMASTER TOOLS CANVA

## CERTIFICATION

**SOCIAL MEDIA ANALYTICS**

Quintly Academy, Jan 2023

**BACKLINK MANAGEMENT**

SEMRush Academy, Nov 2020

**KEYWORD RESEARCH**

SEMRush Academy, Nov 2020

## DIRECTOR OF DATA ANALYTICS & INSIGHTS

### The DG Sentinel

 2023 – Present  United States

Take Back the Night Foundation®'s global mission as a charitable 501(c)(3) Foundation is to end all forms of sexual violence, including sexual assault

- Establishes and oversee an organization's overall analytics strategy
- Assign tasks to data-facing team members
- Assist in completing crucial data science projects
- Plan data-driven reviews and modifications of strategy
- Monitors industry trends to identify key business opportunities

## SEO SPECIALIST

### Tutoria

 2021 – Present  United States

Tutoria is a free web application connecting those looking for help with volunteers who want to make a difference

- Analysing website to identify improvements to user journeys and functionality.
- Audits websites to identify opportunities to get ahead.
- Briefing the development team on how to improve the on-page, off-page, and technical SEO of the website.

## SEO EXPERT

### Take Back The Night Foundation

 2023  United States

Take Back the Night Foundation®'s global mission as a charitable 501(c)(3) Foundation is to end all forms of sexual violence, including sexual assault

- Duties: The same as above, search engine optimization jobs

## SEARCH ENGINE MARKETING SPECIALIST

### The DG Sentinel

 2023  United States

Take Back the Night Foundation®'s global mission as a charitable 501(c)(3) Foundation is to end all forms of sexual violence, including sexual assault

- Achieve maximum ROI in paid search campaigns using analysis of data
- Track, report, and analyze website analytics
- Track, report, and analyze PPC initiatives and campaigns
- Effectively manage campaign expenses by staying on budget, appropriately estimating monthly costs, and reconciling any discrepancies that may arise.
- Optimize copy and landing pages for paid search engine marketing campaigns
- Continually expand and optimize paid keyword discovery
- Research and analyze competitor advertising links
- Execute tests, collect and analyze data, identify trends and insights

## CONTENT SEO SPECIALIST

### The DG Sentinel

 2023  United States

Take Back the Night Foundation®'s global mission as a charitable 501(c)(3) Foundation is to end all forms of sexual violence, including sexual assault

- Optimizing copy and landing pages for search engine optimization.
- Performing ongoing keyword research including discovery and expansion of keyword opportunities.
- Researching and implementing content recommendations for organic SEO success.

## CONTENT MARKETING AND SEO FUNDAMENTALS

SEMRush Academy, Nov 2020

## ROLE OF CONTENT

SEMRush Academy, Nov 2020

## YOUTUBE MUSIC CERTIFICATION

Google, March 2020


## GOOGLE MY BUSINESS BASICS

Google, April 2019

## SEO SPECIALIST

### S.C.I Solution Logistics Agency

 2023

 Nigeria


S.C.I Solution Logistics is an international logistics company that specializing in customized global transportation solutions.

- Duties: The same as above, search engine optimization jobs

## SOCIAL MEDIA MANAGEMENT

### S.C.I Solution Logistics Agency

 2023


 Nigeria


S.C.I Solution Logistics is an international logistics company that specializing in customized global transportation solutions.

- Plan, create, publish and share new content on a daily basis that builds meaningful customer connections, increases brand awareness, and encourages community members to engage with the brand.

## SEARCH ENGINE MARKETING SPECILIST

### Genman Global Services Limited

 2023 - Present


 Nigeria

Genman Global Services limited is a full-service providing company established to provide solutions on traveling and cargo services to individuals, groups and businesses.

- Achieve maximum ROI in paid search campaigns using analysis of data
- Track, report, and analyze website analytics
- Track, report, and analyze PPC initiatives and campaigns
- Effectively manage campaign expenses by staying on budget, appropriately estimating monthly costs, and reconciling any discrepancies that may arise.
- Optimize copy and landing pages for paid search engine marketing campaigns
- Continually expand and optimize paid keyword discovery
- Research and analyze competitor advertising links
- Execute tests, collect and analyze data, identify trends and insights

## YOUTUBE CHANNEL MANAGER

### BrownWhitePages

 2019 - Present

 Nigeria


BrownWhitePages YouTube Channel is basically for phone and computer tips, tricks, and hacks, and digital markeiting.

- Optimize channel
- Uploading videos
- Ensures videos are optimized
- Responding to comments and questions posted by viewers
- Promote channel and videos with Google AdWords (YouTube Ads)

## SOCIAL MEDIA MANAGER

### Link-Spectrum Technologies Limited

 2023

 Nigeria

Link-Spec Technologies Limited is one of the fastest growing information Technology, Telecommunication, safety, security and automation systems solutions providers in Nigeria and Africa with its head office located in Lagos, Nigeria.

- Duties: The same as above, search engine marketng jobs

## CONTENT MARKETING AND SEO FUNDAMENTALS

SEMRush Academy, Nov 2020

## ROLE OF CONTENT

SEMRush Academy, Nov 2020

## YOUTUBE MUSIC CERTIFICATION

Google, March 2020

## GOOGLE MY BUSINESS BASICS

Google, April 2019

## CONTENT MARKETING AND SEO FUNDAMENTALS

SEMRush Academy, Nov 2020

## BLOGGING

eMarketing Institute, June 2019

## WEB DEVELOPMENT

MENTapp Solutions, May 2018

## ADWORDS MOBILE BASICS

Google, October 2018

## ONLINE MARKETING FUNDAMENTALS

Google, October 2018

## SEARCH ENGINE MARKETING

eMarketing Institute, December 2017

## SEARCH ENGINE OPTIMIZATION

eMarketing Institute, December 2017

## SOCIAL MEDIA MARKETING

eMarketing Institute, December 2017

## TWITTER FLIGHT SCHOOL

Twitter & Facebook Manager, December 2017

## WEB ANALYTICS

eMarketing Institute, December 2018

## ADVANCE GOOGLE ANALYTICS

Google, November 2018

## DIGITAL SALES

Google, January 2018

## GOOGLE ADS DISPLAY

Google, November 2018

## GOOGLE ADS FUNDAMENTALS

Google, January 2018

## ROLE OF CONTENT

SEMRush Academy, Nov 2020

## STRENGTHS

### GROWTH MINDSET

being the best version of myself at all times. This, in my opinion, goes hand in hand with marketing, which exists to aid in business expansion.

### RESULT-ORIENTED

Before starting any new project, I always make sure to create roadmaps so that I know what my goals are.

### TIME MANAGEMENT

While working full-time, I obtained many digital marketing qualifications.

### SEARCH ENGINE MARKETING SPECILIST

#### Link-Spectrum Technologies Limited

 2023

 Nigeria


Link-Spec Technologies Limited is one of the fastest growing information Technology, Telecommunication, safety, security and automation systems solutions providers in Nigeria and Africa with its head office located in Lagos, Nigeria.

- Duties: The same as above, search engine marketng jobs

### SEARCH ENGINE OPTIMIZATION SPECIALIST

#### Goldcardspa

 2023


 Nigeria

A Wellness and Fitness facility with world class equipment's offering quality spa and wellness services.

- Analysing website to identify improvements to user journeys and functionality.
- Audits websites to identify opportunities to get ahead.
- Briefing the development team on how to improve the on-page, off-page, and technical SEO of the website.

### SEARCH ENGINE MARKETING SPECILIST

#### CarryGo Logistics

 2022 - Present


 Nigeria

CarryGo is the No1 Moving Company in Lagos, Nigeria that is also a fully registered Online Transportation service platform

- Duties: The same as above, search engine marketng job

### YOUTUBE CHANNEL MANAGER

#### CarryGo Logisitcs

 2022 - Present


 Nigeria

BrownWhitePages YouTube Channel is basically for phone and computer tips, tricks, and hacks, and digital markeiting.

- Duties: The same as above, YouTube management job

### BLOGGER

#### CarryGo Logistics

 2022 - Present



 Nigeria

CarryGo is the No1 Moving Company in Lagos, Nigeria that is also a fully registered Online Transportation service platform

- Generating, researching, and pitching ideas for posts.
- Write delivery and transportation business related content.
- Writing, editing, publishing, and promoting content.
- Advocating and educating others about interests, products, or services through blog content.
- Maximizing site traffic by utilizing Search Engine Optimization keywords.
- Conduct research to obtain factual information and authentic detail
- Choose subject matter that interests readers
- Work with clients to shape the material so it can be published
- Manage the blog community by moderating and responding to comments.
- SEO implementation.
- Perform blog maintenance activities such as updating plugins.
- Write content for the blog.
- Analyze web analytics data to gauge content performance.
- Staying current on industry trends for possible opportunities to attract new readers or create stronger, more engaging content.

## SOCIAL MEDIA MANAGER

### CarryGo Logistics

 2022 - Present  Nigeria

CarryGo is the No1 Moving Company in Lagos, Nigeria that is also a fully registered Online Transportation service platform

- Organized and analyzed data and marketing results.
- Researched keywords relevant to marketing efforts of clients.
- Lunch and optimized online social media adverts
- Create, optimize, and manage client social media pages and handles
- Create daily content with Canva then to social media pages and handles.
- Plan and monitor the ongoing company presence on social media e.g Facebook, Instagram, LinkedIn, and Twitter.

## SOCIAL MEDIA SPECIALIST

### Black Phoenix Ink


 2021 - Present  United States

Black Phoenix Ink are a non-profit with a mission to empower the Black child through positive literary representation and uplifting racial storytelling

- Plan, create, publish and share new content on a daily basis that builds meaningful customer connections, increases brand awareness, and encourages community members to engage with the brand.

## SOCIAL MEDIA ADVERTISER

### JBN Gadgets Nigeria

 2022 - 2023

Social Media online business for wrist watches, mobile phones and tablets, electronics, accessories and laptops.

- Collaborate with sales and marketing teams to develop social media campaigns.

## SEARCH ENGINE OPTIMIZATION SPECIALIST

### Free UK Genealogy


 2021 - Present  United Kingdom

Free UK Genealogy provides free, online access to family history records

- Develop optimization strategies that increase the company's search engine results rankings
- Research SEO keywords to use throughout the company's website and marketing materials
- Set measurable goals that demonstrate improvement in marketing efforts
- Efficiently communicate with other marketing professionals to align goals
- Collaborate with others within the marketing department to manage SEO strategy
- Update content and website links for maximum optimization and search engine rankings
- Closely collaborate with web development team to ensure SEO best practices are properly followed throughout website content
- Research and implement search engine optimization recommendations
- Create and execute link building strategy
- Change website architecture, content, linking and other factors to improve SEO positions for target keywords
- Determine measurable goals that demonstrate improvement in marketing efforts
- Monitor performance metrics with SEO tools such as Google analytics to understand SEO strategy performance
- Efficiently communicate with other marketing professionals to align goals

## REFERRAL SPECIALIST

**Unicaf**  Cyprus

 2021 - Present

Unicaf offers generous scholarships to students for internationally recognised degrees both online and on-campus

- Referring students to Unicaf through the Unicaf Referral Programme

## DIGITAL MARKETING EXECUTIVE

**Skyshop**

 2021 - 2022  Nigeria

iShop worldwide Nigeria helps you shop from the UK, US, and China to Nigeria.

- Duties: The same as above, search marketing executive jobs

## SEARCH ENGINE OPTIMIZATION SPECIALIST

**CarryGo Logistics**

 2022  Nigeria

CarryGo is the No1 Moving Company in Lagos, Nigeria that is also a fully registered Online Transportation service platform

- Duties: The same as above, search engine marketing jobs

## SEARCH ENGINE OPTIMIZATION SPECIALIST

**Askshoehorn**

 2022  Nigeria

Askshoehorn is a brand that specializes in men's footwear and accessories.

- Duties: The same as above, search engine optimization specialist jobs

## SEARCH ENGINE OPTIMIZATION SPECIALIST

**Tai Tanzania**

 2022  Tanzania

Tai Tanzania is a youth-centered organisation that uses innovative approaches to empower young people through awareness creation, capacity building and practical engagements.

- Duties: The same as above, search engine optimization specialist jobs

## SOCIAL MEDIA ANALYST

**Tai Tanzania**



 2022  Tanzania

Tai Tanzania is a youth-centered organisation that uses innovative approaches to empower young people through awareness creation, capacity building and practical engagements.

- Do social media auditing.
- Assess the success of social media posts by studying the metrics of each post.
- Suggesting changes to posts based on how followers have responded.
- Provide company with social media and monthly observance content calendar to help with daily content creation and publishing

## DIGITAL MARKETING EXECUTIVE

**iShop Worldwide Nigeria**

 2019 - 2021  Nigeria

iShop worldwide Nigeria helps you shop from the UK, US, and China to Nigeria.

- Duties: The same as above digital marketing executive jobs

## LEAD GENERATION SPECIALIST

### YourFitWay



2021



United Kingdom

Provider of reward-based fitness application for walking

- Plan and monitor the organic promotion on Facebook and Nairaland.
- Organized and analyzed data and marketing results
- Lead generation

## KEYWORD AND AUDIENCE RESEARCH SPECIALIST

### MoneyTo



2020



United Kingdom

Provider of reward-based fitness application for walking

- Organized and analyzed data and marketing results.
- Researched keywords relevant to marketing efforts of clients.
- Competitors research

## SEARCH ENGINE OPTIMIZATION SPECIALIST

### Valley Oak Hospital



2019



Nigeria

Valley Oak Hospital is a professional healthcare facility in River Valley Estate, Ojodu, Lagos

- Duties: The same as above, search engine optimization specialist jobs

## DIGITAL MARKETING EXECUTIVE

### Okike Media



2019



Nigeria

Okike Media is a Film Production, Media and Communication Company with penchant for creating solutions through the art of storytelling.

- Duties: The same as above digital marketing executive jobs

## DIGITAL MARKETING EXECUTIVE

### Nollywood Insider



2019



Nigeria

The leading online magazine where you can find up-to-date, authentic, and sometimes controversial news about Nollywood

- Duties: The same as above digital marketing executive jobs

## DIGITAL MARKETING MANAGER

### GoCom Taxi



2019



Nigeria

Valley Oak Hospital is a professional healthcare facility in River Valley Estate, Ojodu, Lagos

- Duties: The same as above digital marketing executive jobs

## DIGITAL MARKETING EXECUTIVE

### PE Technologies



2017



Nigeria

Is an ICT company that offers a wide range of IT services and products such as workstations, network servers, peripherals and so much more

- Duties: The same as above digital marketing executive jobs

## REFERENCES

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References available upon request.