ADESINA EBENEZER
 Digital Marketing Specialist
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Summary:

Experienced **Digital Marketing Specialist** with over **5 years** of expertise in driving growth through data-driven strategies. Skilled in **SEO**, **PPC**, **social media marketing**, **email campaigns**, and **content creation**. Passionate about delivering measurable results and crafting tailored strategies for each client to ensure business growth.

Skills:

- **SEO**: On-page and off-page optimization, keyword research, backlinking, technical SEO
- **PPC Advertising**: Google Ads, Facebook Ads, Instagram Ads
- **Social Media Marketing**: Facebook, Instagram, LinkedIn, Twitter, TikTok
- **Content Marketing**: Content creation, blog writing, strategy planning
- **Email Marketing**: Campaign creation, automation, A/B testing
- **Google Analytics**: Performance tracking, reporting, and insights
- **Marketing Automation**: HubSpot, Mailchimp, Marketo
- **Brand Strategy**: Messaging, positioning, and customer personas

Experience:

Digital Marketing Manager

- Developed and executed **SEO strategies** that increased organic traffic by **80%** within **2 months**.
- Managed **PPC campaigns** that resulted in an increase in ROI and **99.5%** increase in conversions.
- Led a **social media strategy**, boosting engagement and growing followers by **100%**.
- Conducted detailed **performance tracking** using **Google Analytics**, improving campaign efficiency.

Social Media Marketing Specialist

- Developed and managed **social media campaigns** across multiple platforms, increasing audience engagement **100%**.
- Created and optimized **Facebook Ads** and **Instagram Ads**, resulting in **100%** increase in conversions.
- Engaged with online communities and influencers to enhance brand visibility.

Education:

Bachelor of Marketing
Oxford University – Graduated in **2016**

Certifications:

- **Google Analytics Certified**
- **Facebook Blueprint Certified**
- **HubSpot Inbound Marketing Certified**
- **Google Ads Certified**