

Profile Summary

I'm a confident, resourceful, and proactive digital marketing professional with a strong passion for driving business growth. Known for my creative thinking and disciplined approach, I'm enthusiastic about tackling complex marketing challenges and turning them into successful opportunities. With a proven ability to boost brand awareness and drive revenue, I can implement advanced digital marketing strategies and tools that effectively target and convert your audience. My focus is always on delivering quality traffic and maximizing ROI, ensuring that every customer interaction counts.

I also believe in the power of blending traditional marketing with digital tactics to create cohesive campaigns that produce measurable results. If you're looking for a results-oriented marketer who can not only engage but also inspire your customers to become advocates of your brand, I'm ready to contribute to your organization's success.

Professional Skill

Strategy Formulation: Skilled in crafting results-driven digital marketing strategies, as demonstrated during my training at the Digital Marketing Skill Institute. I successfully developed a cost-effective digital marketing strategy for a real estate company, showcasing my ability to align marketing goals with business objectives.

Social Media Ads: experienced in running targeted and effective social media ads across various platforms, ensuring precise audience targeting. My project work at the Digital Marketing Skill Institute involved developing ad campaigns that delivered exceptional engagement and conversion.

Social Media Tools: Proficient in using innovative and cost-effective social media tools to manage, monitor, and optimize engagement. Tools such as Hootsuite and Buffer were instrumental in achieving outstanding results, as applied during my hands-on experience at the Digital Marketing Skill Institute.

Search Engine Optimization (SEO): Proficient in implementing SEO strategies that drive organic traffic and improve search engine rankings. I specialize in keyword research, on-page optimization, and link-building strategies that enhance website visibility. My experience includes using tools like SEMrush, Ahrefs, and Google Analytics to optimize websites and track performance, ensuring consistent growth in search engine presence.

Customer Avatar and Research: adept at defining customer avatars, a crucial element in digital marketing. I excel in using tools like SimilarWeb, Google Trends, and Google AdWords for customer research, ensuring a deep understanding of target demographics, as practiced and refined at the Digital Marketing Skill Institute.

Website Development: Experienced in developing user-friendly, responsive, and high-converting websites that align with business goals. Skilled in various web development platforms such as WordPress, HTML, and CSS, Javascript, PHP, and MYSQL, I build websites that not only look great but are optimized for functionality and performance. I focus on creating seamless user experiences that enhance engagement and lead generation.

Landing Page Optimization: Skilled in designing high-converting landing pages using platforms like WordPress to generate leads and boost conversions. My work during the course at the Digital Marketing Skill Institute highlighted my ability to create landing pages that deliver tangible results.

Data Analysis: Adept at leveraging data to make informed decisions and improve marketing strategies. Proficient in using tools like Google Analytics, Excel, and Tableau to gather, analyze, and interpret data for actionable insights. My expertise in data analysis helps businesses understand their audience, track performance metrics, and refine campaigns for better outcomes.

Certificates

- Professional Diploma In Website Development and Search Engine Optimization Certification With Digital Marketing Skill Institute
- Search Engine Optimization Certification With nivedigital
- The Fundamentals Of Digital Marketing With Google
- Website Development and Digital Marketing With Webbit Technologies
- HR Attrition Analysis using MS Excel 2021
- Fullstack Web Development with Heroic Universal Concept

Project Accomplishments

- Successfully audited a website and provided areas for recommendation.
- Developed a full-blown website, adeleke'sgeneralconsultant.com
- Successfully developed a landing page and connected it with an email marketing software called Mailchimp.
- Created a sales funnel for a digital marketing agency.
- Created an optimized blog post for a real estate company.
- Created a customer avatar for a digital marketing agency.
- Created a web-view application for a data-reselling website.
- Created optimized Google My Business profiles for different business owners.

Interpersonal Skills

- **Problem-Solving:** Able to use analytics to provide customer-focused marketing solutions by measuring key performance indicators to draw our innovative solutions for implementation. I was able to solve a class challenge on how to target clients for a digital marketing agency using a sales funnel.
- **Communication:** able to motivate others and generate a positive attitude to setting up new procedures. I have worked, schooled, and lived with people from different backgrounds and ages; through this, I have learned to adapt to suit different audiences. Competent in report writing and presentation delivery, evident in work and educational experiences.
- **Persuasion:** able to persuade clients of the value of my services and also able to motivate team members to achieve our goals.

Education Summary

Professional Diploma in Digital Marketing

July 2024 - September 2024

Digital Marketing Skills Institute | USA

- **Digital Marketing Fundamentals:** I've gained a solid understanding of the fundamental principles essential for digital marketing success. I've also explored how applying these concepts across the marketing function can make a significant impact, integrating both traditional and digital strategies to maximize results.
- **Website Conversion Funnel:** I developed expertise in website conversion rates and user experience optimization. Additionally, I learned how to design effective "conversion funnels" that help businesses achieve what matters most: acquiring more valuable customers while reducing acquisition costs.

Bachelor of Science, Agriculture

Mar 2016 - September 2021

Kano University Of Science And Technology

GPA:3.8 9/ 4.0

I gain knowledge in areas such as crop management, soil science, animal husbandry, agricultural economics, and sustainable farming practices. The program prepares me for careers in a wide range of fields, including agricultural research, agribusiness, food production, and environmental conservation. With a focus on both theoretical and practical learning, it also equips me with the skills needed to tackle the global challenges of food security, sustainability, and resource management.

Diploma in Computer Technology and Appreciation

Aug 2014 - Nov 2014

Randatech Systems Limited

The program covers key areas such as computer hardware, software applications, networking, and basic programming. Students will gain hands-on experience with modern technology, learning how to operate, troubleshoot, and maintain computer systems. The course also emphasizes the importance of digital literacy and the practical application of technology in various industries.

Work History

Part Time Digital Marketing instructor, HIIT PLC

April 2024 - Present

- I designed the curriculum, exams, assessments, and course content, including lecture material and writing assignments.
- I engaged, motivated, and inspired students to develop a thirst for knowledge.
- I delivered lectures on different types of digital marketing channels.
- I assessed the student's performance while giving recommendations where necessary.

Digital Marketing specialist, Adeleke's General Consultants

July 2024 - Present

- I created an optimized website for the business.
- I created a Google My Business profile for the business.
- I designed graphic elements for print ads, product literature, and social media.
- I created an optimized blog article for the business blog.

Website designer and Digital Marketer, Salafi Technologies

Dec 2022 - Present

- Designed web pages to enhance branding and navigation.
- Executed website design projects to satisfy aesthetic and functional excellence.
- Implemented SEO best practices to optimize website visibility.
- Created and maintained design assets, including graphics and multimedia content.
- Created an optimized Google My Business profile for the business.

Secretary, Dauda Usman And Associates

Dec 2022 - Sep 2023

- Created a reminder and receipts for tenants.
- Welcomed arriving visitors and directed them to appropriate meeting rooms.
- Offered continuous assistance with photocopying, scanning, and basic clerical support to help staff maintain a smooth workflow.
- Followed written and verbal procedures, completing tasks with accuracy and efficiency.

Hobbies and Interest

- Traveling and meeting new people
- Googling
- Learning and practicing digital marketing strategies.
- Long distance race.
- Farming

References

Available upon request