

Michael Adamu Ighala

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Phone Number: 08032xxxxxx

Home Address: No. 34 Jazzman Street.

City: Ikeja. State: Lagos.

Professional Summary:

Highly motivated and results-driven marketing professional with over 5 years of experience in developing and executing successful digital marketing campaigns. Adept at leveraging data-driven insights to optimize strategies and deliver measurable results. Strong analytical skills combined with a creative mindset. Seeking a Senior Marketing Manager position to drive growth and innovation for [Company Name].

Skills:

- Digital Marketing Strategy
- SEO and SEM Campaign Management
- Social Media Marketing (Facebook, Twitter, LinkedIn)
- Email Marketing Automation (HubSpot)
- Content Marketing and Blogging
- Data Analysis and Google Analytics
- Team Leadership and Collaboration
- A/B Testing and Conversion Rate Optimization

Work History:

➤ Senior Digital Marketing Manager

Company: Ibikunle Nigeria Limited

City: Ikoyi, State: Lagos

February 2020 - Present

Role Description:

- Developed and executed a comprehensive digital marketing strategy that increased website traffic by 40% and generated a 30% boost in online sales.
- Managed a team of 6 digital marketers, providing guidance and overseeing campaigns.
- Conducted in-depth keyword research, leading to a 25% improvement in organic search rankings.
- Implemented A/B tests on landing pages, resulting in a 15% increase in conversion rates.
- Collaborated with the content team to create engaging blog posts and infographics, increasing social media engagement by 20%.

➤ Digital Marketing Specialist

Company: Oscars and Co. Ventures

City: Ikeja, State: Lagos

March 2018 - January 2020]

Role Description:

- Led SEO and SEM efforts, resulting in a 50% increase in website visibility on search engines.
- Managed email marketing campaigns through HubSpot, achieving an open rate 20% above industry average.
- Developed and maintained the content calendar, consistently delivering high-quality blog posts.
- Conducted competitive analysis and market research to identify opportunities for growth.
- Trained and onboarded new team members, improving department efficiency.

Education:

Bachelor of Science in Marketing
University of Ibadan, Oyo State.
Year of Graduation: 2016

Certifications and Awards:

- HubSpot Inbound Marketing Certification
- Google Analytics Certification
- Digital Marketing Institute's Certified Digital Marketing Professional
- Recipient of the Marketing Excellence Award for outstanding academic performance.
- Conducted a comprehensive market research project analyzing consumer behavior in the digital age.
- NNPC/Shell Undergraduate Scholarships

Experiences:

- Initiated and managed a successful e-commerce startup during college, generating over \$50,000 in revenue within the first year.
- Participated in a one-year National Youth Service program, collaborating with local communities on sanitation and education initiatives.

Referees:

➤ Prof. Jame Afolabi.

Dean, Faculty of Management,
University of Ibadan. Oyo State.
Tel: +234821xxxxxx

➤ Dr. Jerry Amos

CEO, Ikeson and Co. Ltd.
Ikeja, Lagos.
Tel: +234803xxxxxxx

Note: Remember to tailor your CV further to match the specific job you're applying for by emphasizing relevant skills and experiences. Additionally, ensure your CV is well-formatted, error-free, and presents a professional image to potential employers.

