

Languages known and proficiency levels: English - Native

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## DIGITAL MARKETING SPECIALIST

I like to describe myself as a digital marketer with no niche. I am a digital marketing specialist with 2+ years of experience in SaaS and IT. Building my skills over the past few years has given me the confidence to help businesses reach their audience and stand out in the online market daily. I have never met a hurdle I did not jump over, and that's the mindset I have with me always!

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## EDUCATION

Bachelor of Laws (LL.B), Second Class (Upper Division)  
Afe Babalola University | 2022

Certifications:

- Advocacy Volunteer Certificate – Tech4Dev, 2024
  - Associate (ACArb), Nigerian Institute of Chartered Arbitrators (NICArb)
  - Fundamentals of Digital Marketing, Google
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## PROFESSIONAL EXPERIENCE

**Beezling (SaaS Productivity Platform) - Abuja (Remote) Full Time**  
**Digital Marketing Specialist**

**July 2023 – Present**

Accomplishments:

- Grew user base from 0 to 3,600+ in 5 months through organic and paid marketing strategies.
- Planned and executed multi-channel content campaigns (social, email, blog, PPC) resulting in +120% increase in DAU.
- Created high-converting landing page copy, improving product signups by 35%.
- Used tools like Google Analytics, Search Console, and Ahrefs to track performance and refine strategy.
- Collaborated with design team to write ad copy and social content aligned with brand tone and performance goals.
- Optimized app discoverability with SEO and keyword research, bringing in organic traffic that mattered.
- Created content strategies that positioned Beezling as the go-to networking and productivity tool.
- Helped shape the app's brand voice and digital presence, making sure we spoke directly to our audience in a way that resonated.

**Bex-IT Digital Solutions - Abuja (Hybrid) Full Time**  
**Digital Marketing Specialist**

**February 2023 – Present**

Accomplishments:

- Designed SEO, PPC, and content marketing strategies that actually moved the needle.
- Managed Google Ads and Microsoft Ads, increasing CTR and conversion rates with data-backed tweaks.
- Created and launched email marketing campaigns that didn't just land in inboxes but got opened and acted upon.
- Created compelling digital content that engaged and educated across multiple platforms.
- Used analytics to fine-tune performance and maximize ROI.

**Cystar (Women's Health Program) India (Remote) Part Time****March 2024 – July 2024**

Line Manager: Alphin (alphin@cystar.in)

Accomplishments:

- Cystar – SEO Specialist (Volunteer)
- March 2024 – July 2024 | HealthTech (PCOS support platform)
- Conducted in-depth keyword research and on-page optimization, resulting in a 40% increase in blog impressions within 8 weeks.
- Developed SEO content plans that aligned with the emotional tone and search intent of users navigating PCOS.
- Collaborated with content and design teams to improve readability and increase time-on-page metrics.
- Supported growth in sign-ups via optimized blog posts and shareable health content.

**Telus International AI Inc. United States (Remote) Part Time****August 2022 – January 2023****Search Engine Evaluator**

Accomplishments:

- Helped improve search engines by evaluating search results for accuracy and relevance—a role that sharpened my analytical skills.
- Conducted deep-dive keyword analysis to enhance search rankings.

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**CORE SKILLS**

- Content Marketing Strategy
- SEO & Keyword Research (Ahrefs, Ubersuggest, Google Search Console)
- Copywriting & Landing Page Optimization
- Campaign Planning & Execution
- Email Marketing & Automation (Mailchimp, ZohoMail)
- Content Management Systems (WordPress, Notion)
- Social Media Strategy (LinkedIn, IG, Twitter)
- Product Education & User Onboarding
- Analytics & Optimization (Google Analytics)
- SaaS Marketing & Growth

**REFERENCE**

- Samuel Bello  
Project Manager at Bex-IT  
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