

# Benjamin Obiorah

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## Professional Summary

A results-driven and innovative **Digital Marketing Specialist and Consultant** with extensive experience in developing and executing data-driven marketing strategies that enhance brand visibility, customer engagement, and ROI. Skilled in **SEO, PPC, social media management, content marketing, and app development**. Currently consulting for **Independent Radio and Television**, where I developed a **mobile (Android and iOS) and web app** to enhance digital reach and audience interaction.

## Core Competencies

- 1 Digital Strategy Development
- 2 App Development (Web, Android & iOS)
- 3 Social Media Marketing & Advertising
- 4 Search Engine Optimization (SEO)
- 5 Content Creation & Marketing
- 6 Web Analytics & Data Interpretation
- 7 Email Marketing Campaigns
- 8 CRM and Marketing Automation Tools
- 9 Brand Positioning and Growth

## Professional Experience

### Consultant – Independent Radio and Television

Lagos, Nigeria | 2025 – Present

- 1 Developed and deployed mobile (Android and iOS) and web applications for the radio and TV network, enhancing audience accessibility.
- 2 Designed and implemented digital growth strategies that increased listener engagement and online streaming traffic.
- 3 Provided consultancy on content monetization, online brand positioning, and audience retention.
- 4 Integrated social media campaigns to promote on-air programs and live events.

### Senior Digital Marketing Manager – BCIE (British Canadian International Education)

Lagos, Nigeria | April 2024 – Present

- 1 Developed and implemented comprehensive digital marketing strategies, increasing web traffic by 20% and customer acquisition by 25%.
- 2 Managed and optimized PPC campaigns across platforms like Google Ads.
- 3 Led a team in executing social media strategies, achieving a 30% increase in engagement.
- 4 Created data-driven content marketing plans that generated over 200 monthly leads.

### **Digital Marketing Specialist – BH Pharma**

Lagos, Nigeria | June 2024 – Present

- 1 Executed SEO audits and implemented strategies that boosted organic search visibility by 35%.
- 2 Designed and managed email campaigns with 70% open rates and 80% click-through rates.
- 3 Collaborated with creative teams to produce high-performing digital content.

### **Social Media Manager – Piconics Hotel**

Ogun State, Nigeria | February 2023 – Present

- 1 Increased social media followers by 70% through creative content and paid campaigns.
- 2 Managed social media ads across major platforms with a 100% ROI.
- 3 Built and maintained an editorial calendar for consistent engagement.

## **Education**

B.Sc. Mass Communication and Media Technology

Oduduwa University, Osun State, Nigeria (Graduated: 2013)

## **Certifications**

- 1 Google Ads Certification – Google
- 2 HubSpot Content Marketing Certification – HubSpot Academy
- 3 Facebook Blueprint Certification – Meta

## **Key Achievements**

- 1 Spearheaded a digital transformation project that increased annual revenue by 100%.
- 2 Successfully managed ₦5,000,000 annual digital ad budget with measurable ROI growth.
- 3 Developed and deployed multi-platform apps (web, Android, iOS) for Independent Radio & Television.

## **Technical Skills**

- 1 Tools: Google Ads, Facebook Business Manager, HubSpot, Canva
- 2 Analytics: Google Analytics, Data Studio, Tableau
- 3 Platforms: WordPress, Shopify, Wix
- 4 Coding Knowledge: HTML, CSS (basic)

## **Hobbies & Interests**

- 1 Exploring the latest trends in digital marketing and technology
- 2 Blogging about emerging marketing strategies
- 3 Networking and attending industry conferences