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## CAREER SUMMARY:

Proactive and results-driven digital marketer and web designer with over four years of experience helping businesses grow online. Skilled in SEO, content marketing, social media strategy, and website development. Experienced in managing projects, working with clients, and delivering high-quality digital solutions. Known for creating user-friendly websites, optimizing online presence, and driving engagement through strategic marketing.

## SKILLS:

**Project Management:** Task prioritization, meeting coordination, progress tracking (Trello, Asana, ClickUp).

**Digital Marketing & SEO:** Keyword research, content optimization, social media strategy, email marketing, analytics tracking.

**Client & Stakeholder Management:** Communication, relationship building, campaign coordination.

**Web Design & Development:** WordPress, Coding, UI/UX best practices, website optimization, performance tracking.

**Technical Proficiency:** Google Workspace, CRM systems, Canva, Figma, Adobe Suite, Slack, Zoom, Teams.

**Soft Skills:** Problem-Solving, Time Management, Organization, Adaptability.

## WORK EXPERIENCE:

### Freelance Digital Marketer & Web Designer

#### Working With Different Companies

April 2021 - Sept 2023

- Designed and optimized 50+ websites, improving user experience and SEO performance.
- Created and executed social media campaigns, increasing engagement and brand awareness.
- Implemented Google Ads and Facebook Ads for lead generation and conversions.
- Assisted startups and small businesses in building their online presence from scratch.

## **Digital Marketer**

### **Nkinda**

Feb 2023 – Oct 2023

- Creating brand awareness
- Managed social media campaigns, increasing engagement and followers.
- Created and optimized Google Ads and Facebook Ads for lead generation.

## **Digital Marketer and Web Designer**

### **Double Idea Technologies**

Dec 2023 – Dec 2024

- Designed and optimized user-friendly websites to improve performance and conversions.
- Implemented SEO strategies that increased organic traffic and visibility.
- Managed social media and paid ad campaigns, driving brand growth and lead generation.
- Analyzed marketing data and ROI

## **Website Designer**

### **Prolanz Digitals**

Jan 2025 – March 2025

- Creating a converting sales funnel

- Provided website maintenance and troubleshooting, ensuring smooth functionality.
- Managing hosting and domain, making sure website is 24/7 online.

## EDUCATION:

### **Foreign Links College Of Education – 2022**

NCE – Business Education (BEA)

## CERTIFICATION

Digital Marketer and Website Design - Udemy 2021

Multimedia (Video Editing & Graphic Design) – WAVE 2023

Get Hired Soft Skills Training - WAVE 2025

Graphic Design – Nerdzfactory 2025