

Damilola Olugbenga

Digital Marketer

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📍 Lagos, Nigeria

Result-driven and dynamic Digital Marketing professional equipped with over 3 years of experience in content writing, online advertising, content creation, email marketing, and video editing. With a strong technical background and a creative flair, committed to crafting and executing effective digital marketing strategies that enhance brand visibility, engagement, and overall growth. Keen attention to detail and continuous monitoring of industry trends to maximize ROI and optimize the organization's digital presence

Experience

Digital Marketing Executive

GeoTravel & Tours Ltd (Subsidiary of Nepal Energies), Lagos

Aug 2022 - Present

- Lead the marketing team and executed online advertising campaigns, achieving a 25% increase in lead generation and a 12% rise in customer retention through targeted Google Ads campaigns and Ads Manager optimisation.
- Monitored and analysed campaign performance metrics, leveraging data from Google Analytics and Ads Manager to adjust strategies and achieve KPIs while maximizing 20% ROI.
- Managed and curated content across diverse social media platforms, contributing to over a 50% increase in followers, reach, and engagement.
- Utilised Mailchimp & Beehiiv for email marketing campaigns to nurture leads and drive customer retention.

Junior Digital Marketing

Drinksdirectng (Subsidiary of IVCL Global), Lagos

Feb 2022 - July 2022

- Assisted in developing social media content and strategies, contributing to a 20% increase in followers and engagement across Instagram, Facebook, Twitter and LinkedIn.
- Conducted keyword research and SEO optimization, utilizing Google Analytics to improve organic search rankings.
- Generated and edited captivating video content using CapCut, VN, and Captions for social media platforms.

Blog Writer

Marketnews.ng (Subsidiary of IVCL Global), Lagos.

Feb 2022 - July 2022

- Utilized WordPress to create, write and publish compelling blog posts to drive website traffic and user engagement.
- Increased blog traffic by 30% within the first quarter through targeted keyword optimization and engaging content.
- Developed and implemented a content calendar resulting in a more organized and consistent publishing schedule. Thereby crafting compelling blog posts covering diverse topics, ensuring a consistent brand voice and tone.

Creative Writer

Whipik, MD (USA)

Oct 2019 - Feb 2022

- Created compelling and engaging stories to enhance app traffic and user engagement.
- Collaborated with the marketing team to develop content marketing strategies aligned with the brand's vision and target audience.

Education

University Of Lagos

2021

- Bachelor of Arts, Creative Arts, Second Class Upper Division

Certifications

- Google Analytics Certification- Google, 2024
- Digital Marketing Associate certification - VS Creative Agency, 2023
- Basic Digital Skills - Digital Skills Nigeria, 2023
- Introduction to GA4 - Simplilearn, 2023

Technical Skills

- **Online Advertising:** Google Ad, Ads Manager
- **Blog & Content Writing:** Grammarly, ProWriting, Wordpress, Google Docs
- **Video Editing:** CapCut, VN
- **Social Media Marketing:** Planable, Google trends
- **Microsoft tools**
- **Content Creation:** Canva, Lightroom, Photoshop express, Notion
- **Email Marketing Automation:** Mailchimp, Beehiiv, Getresponses
- **Marketing analytics:** Google analytics
- **Project Management::** Asana

Soft Skills

- Attention to detail
- Creativity
- Critical thinking
- Data Analysis
- Communication
- Time management

Reference can be presented upon request.