

ERICA OGBEBOR

Social Media Manager | Digital Marketing Specialist
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Professional Summary

Social Media Manager and Digital Marketing Specialist delivering over **400% audience growth**, a **55% improvement in lead generation**, and measurable engagement across LinkedIn, Instagram, Facebook, YouTube, and X. Skilled in executing data-driven campaigns, optimizing paid media strategies (Meta, LinkedIn), enhancing SEO for social profiles, and using CRM and analytics systems to drive growth. Experienced in collaborating with remote-first brands to exceed digital marketing objectives.

Core Competencies

- Social Media Strategy | Paid Advertising Campaigns (Meta Ads, LinkedIn Ads)
- Lead Generation Funnel Development | CRM Marketing (HubSpot, Mailchimp)
- SEO Optimization for Social Media Profiles
- A/B Testing | Conversion Rate Optimization (CRO)
- Social Media Analytics | KPI Reporting | Growth Tracking

Professional Experience

Social Media Lead

Don-Clem Technology, Birmingham, UK (Remote) | Full Time

Nov 2024 – Present

- Scaled multi-platform audience size by **450%** across LinkedIn, Instagram, Facebook, YouTube, and X.
- Deployed A/B-tested paid media campaigns, reducing cost per lead by **30%** and increasing lead conversion by **55%**.
- Built a Mailchimp landing page integrated with automation flows, boosting Slack community sign-ups by **63%** and enhancing lead capture by **40%**.
- Designed and managed bi-weekly newsletters in Mailchimp for segmented audiences (tradesmen, startups, and small business owners across the UK, US, and Ireland), using branded templates, embedded blog links, lead magnets, and feedback surveys, resulting in a **35% increase** in CTR and helping shape content strategy through subscriber feedback.
- Constructed real-time KPI dashboards to track CTR, CVR, and engagement, achieving **20–35% monthly improvements**.
- Led competitive intelligence analysis, resulting in a **60% uplift** in organic post reach.

- Mentored and supervised a team of interns, training them in content strategy, management, and digital best practices.

Social Media Marketing Manager

PalConnects, United Kingdom (Remote) | Full Time

Nov 2024 – Present

- Spearheaded early social media management during the app's development stage, building brand presence and audience awareness.
- Created and executed content strategies showcasing PalConnects' value proposition (messaging, VoIP, bill payments, group features).
- Achieved **800%** LinkedIn and **300%** Facebook **follower growth** within 5 months, driving pre-launch visibility.
- Increased **waitlist sign-ups by 30%** within 3 months, contributing to early user acquisition.
- Established content workflows and delegated execution before transitioning into a Team Lead role, overseeing marketing strategy and campaign optimization.

Social Media Marketer

SLS Bridge Solutions, Lagos, Nigeria (Remote) | Contract

Apr 2025

- Developed and executed a full-funnel content strategy, boosting engagement by **304%** and driving a **50% increase** in organic website traffic within three weeks.
- Optimized LinkedIn and Facebook profiles, improving visibility by **72%** through keyword targeting and storytelling.
- Created multi-format content (carousels, memes, case studies), improving audience retention by **47%**.
- Led a brand transparency campaign that elevated LinkedIn profile views by **30%**.
- Reactivated over **150 dormant leads** through targeted cold email outreach, achieving a **35% lift** in open rates.

Digital Marketing Specialist

Foizon Digital | Texas, USA (Remote) | Contract

Nov 2024 – Jan 2025

- Compiled and qualified a database of over **3,500 B2B leads** across 15 industries.
- Optimized lead generation funnels, improving acquisition efficiency by **64%** through refined segmentation.
- Designed persona-driven email marketing campaigns, resulting in a **40% boost** in open rates and a **28% increase** in click-through engagement.

Education

B.L., Nigerian Law School, Lagos, Nigeria
LL.B., University of Benin, Edo State, Nigeria

Nov 2021 – Dec 2022
Sept 2014 – Oct 2019

Certifications

Social Media Management and Advertising – Digital Marketing Skill Institute (DMSI)
Digital Ad Certificate in Digital Marketing – Aleph Group

Sept 2024
Apr 2024

Skills

- Digital Marketing Strategy | Paid Media Campaign Management
- Funnel Development | CRM and Email Marketing Automation (HubSpot, Mailchimp)
- SEO Optimization for Social Media Profiles
- Analytics & KPI Reporting (Google Analytics, HubSpot)
- Tool Proficiency: Google Analytics, HubSpot, Canva, CapCut, SocialBlade, Buffer, Planoly, Hootsuite, CRM Systems