

NDUBUISI Precious

(Social Media Marketer, Email Marketing and Web Designer)

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PROFESSIONAL SUMMARY

Experienced Social Media Marketer, Email Marketing Specialist, and Web Designer with over 4 years of proven success in creating engaging content, setting up effective ad campaigns, and designing visually appealing websites. Skilled in developing and implementing social media and email marketing strategies to boost brand awareness, increase conversions, and drive engagement. Adept at managing multiple projects, collaborating with cross-functional teams, and optimizing email campaigns for maximum ROI. Seeking to contribute my expertise to a dynamic organization focused on growth and success.

EDUCATION

Ladoke Akintola University of Technology
Bachelor of Technology, Statistics

Graduated: Mar 2018

CERTIFICATIONS

HubSpot Content Marketing and Digital Marketing Certification
Google Analytics Certification
Data Science & ML

Achieved Jul 2021
Achieved Sep 2022
Achieved 2023

WORK EXPERIENCE

Shield Agency

Web Design, Social Media Marketer and Content Writer

Jan 2018- Current

- Manage social media accounts for Best Dubai Properties, increasing followers by 30% and engagement by 50% in the 2 months.
- Create and implement social media ad campaigns, resulting in a 25% increase in website traffic and a 30% increase in leads and 13 % conversion rate.
- Design and develop visually appealing websites for clients, leading to a 40% increase in user engagement and a 25% increase in conversion rates.
- Conduct SEO audits and optimizations, improving website ranking and visibility, resulting in a 35% increase in organic traffic.
- Collaborate with cross-functional teams to develop and execute integrated marketing campaigns, driving brand awareness and customer engagement.
- Stay updated with the latest trends and best practices in social media marketing, web design, and SEO to ensure effective strategies and campaigns.

AMOHN

Website/Social Media Management and Content Writing

- Managed social media accounts for AMOHN, increasing followers by 50% and engagement by 75% within the first year.
- Developed and implemented social media strategies that resulted in a 30% increase in website traffic and a 20% increase in lead generation.
- Created compelling and SEO-optimized content for the website, blog, and social media platforms, resulting in a 25% increase in lead generation.

Jul 21 – Apr 2025
Lagos, Nigeria

JFO Solar

SEO (Search Engine Optimization) and Website Management

- Created and managed content for JFO's website, including blog posts, articles, and multimedia content, resulting in a 70% increase in website traffic.
- Implemented SEO strategies to improve website visibility, resulting in a 80% increase in organic search traffic.
- Managed social media accounts, increasing followers by 50% and engagement by 40%.

Mar 2024 – Feb 2025
Abuja, Nigeria

SKILLS

Technical Skills

- WordPress
- SEO (Search Engine Optimization)
- Capcut / AI
- E-commerce
- Email Marketing
- Web Design
- Canva
- CMS (Content Management Systems)
- Content Creation

Interpersonal Skills

- Customer-focused
- Problem-solving
- Conflict resolution
- Time management
- Collaboration
- Communication
- Excellent writing and editing skills
- Strong research and analytical skills
- Highly Adaptable
- Emotional intelligence
- Time management