

## Professional Profile

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Graduated with a Master of Science in Digital Marketing with Distinction from the Chester Business School, University of Chester, United Kingdom, where I was recognized as one of the top digital marketing students.

Self-motivated professional with a strong sense of responsibility, adaptable in diverse environments. and results-driven. Excels in teamwork and leadership, committed to success.

As a Digital Marketer, SEO, and Paid Search Specialist with over 5 years of experience, I have a strong track record of driving website growth and increasing sales. My expertise includes managing successful SEO campaigns, improving search rankings, boosting website traffic, and enhancing sales conversions. I excel in keyword research, on-page and off-page optimization, and link building. I leverage tools like Google Analytics, SEMrush, Screaming Frog, Ahrefs, Yoast, and AI technologies for data-driven decision-making. I stay updated on industry trends and use AI tools to enhance SEO strategies.

## Core Skills

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- Experience in AI in SEO
- Expert in On-page and Off-page SEO
- Keyword Research Expert
- Social Media & Email Marketing
- Experience of Running PPC Campaigns
- Google Analytics (Google Console)
- SEMRush, Ahrefs, Screaming Frog etc
- SEO training for Internal Teams
- CMS Expertise in WordPress, Shopify
- Web Designer, UX/UI Designer

## Career Summary

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**Jan 2024 - Present**

**Freelance , Chester, United Kingdom  
Digital Marketer**

### *Outline*

As a Freelance Digital Marketer specializing in digital marketing, web design, SEO, and PPC, I optimize website content, implement technical SEO improvements, and develop content strategies to boost search rankings. I analyze website performance using Google Analytics, manage PPC campaigns, and design user-friendly websites. I collaborate with clients to align strategies with their goals while staying updated on industry trends and best practices.

### *Key Responsibilities*

- Develop and implement comprehensive digital marketing strategies tailored to client goals.
- Design and create visually appealing, user-friendly websites that enhance user experience and engagement.
- Conduct keyword research and optimize website content, including meta tags, headings, and images to improve search engine rankings.
- Implement technical SEO improvements, such as site speed optimization and mobile responsiveness, to enhance website performance.
- Create and execute content marketing strategies, including blog posts and landing pages, to attract and engage target audiences.
- Manage and optimize PPC campaigns across platforms to drive targeted traffic and maximize ROI.
- Monitor and analyze website performance using tools like Google Analytics, providing actionable insights for continuous improvement.
- Work closely with clients to understand their objectives and tailor strategies to meet their specific needs.

- Stay updated on industry trends, algorithm changes, and best practices to ensure effective marketing strategies.
- Prepare regular reports on campaign performance, SEO metrics, and website analytics to communicate results to clients.

#### *Key Achievements*

- Successfully boosted organic traffic for multiple clients by over 50% within six months through targeted SEO strategies and content optimization.
- Achieved a conversion rate increase of 30% for a client's website by implementing user-centric web design and optimizing landing pages.
- Managed PPC campaigns that resulted in a 40% reduction in cost-per-click (CPC) while increasing overall click-through rates (CTR) by 25%.
- Enhanced website loading speed by 70%, resulting in improved user experience and a significant decrease in bounce rates.
- Developed a content marketing strategy that generated over 1,000 new leads within three months, significantly contributing to client sales goals.
- Maintained a 95% client retention rate by delivering consistent results and adapting strategies based on client feedback and evolving market trends.

**May 2023 - Nov 2023**

**Imperial IT Business Solutions Ltd , Chester, United Kingdom  
Digital Marketing Assistant**

#### *Outline*

Assisted in lead generation, conducted market research, managed CRM data, contributed to digital marketing campaigns, created marketing materials, scheduled social media content, optimized website content, crafted email campaigns, monitored website performance, managed PPC campaigns, and provided insights on digital marketing trends and best practices.

#### *Key Responsibilities*

- Assisted with the lead generation process by gathering company information and contact names for the sales team.
- Conducted market research to support business development.
- Contributed to the development and implementation of digital marketing campaigns across various channels, including email, social media, and SEM.
- Generated reports as needed using Excel and the CRM system.
- Created and scheduled engaging content for social media platforms, monitored channels, and responded to comments and messages promptly.
- Conducted keyword research and analysis to optimize website content and enhance search engine rankings.
- Assisted in crafting email marketing campaigns, including copywriting, template design, and email list segmentation.
- Monitored and analyzed website traffic and performance metrics using Google Analytics and other tools.
- Managed and optimized PPC campaigns, refining strategies to enhance performance and ROI.
- Prepared monthly reports on digital marketing campaign performance, offering insights and recommendations for enhancement.

#### *Key Achievements*

- Increased lead generation efficiency by implementing targeted data gathering strategies.
- Improved business development efforts through comprehensive market research analysis.
- Enhanced client relationship management by updating and maintaining accurate CRM records.
- Boosted digital marketing campaign performance across multiple channels resulting in increased engagement and conversions.
- Optimized website content and SEO strategies leading to improved search engine rankings and visibility.

***Outline***

Assisted in developing and executing SEO strategies aligned with business objectives, covering on-site and off-site content, PPC, and Paid Social. I also helped in planning, optimizing paid search campaigns, conducting website audits, staying updated on industry trends, optimizing content for keywords, collaborating with content creators, leveraging AI tools for SEO enhancement, using data for decision-making, and providing SEO training to internal teams.

***Key Responsibilities***

- Assisted in developing and executing comprehensive SEO strategies aligned with the business objectives and marketing activities, covering SEO (on-site and off-site content), PPC, and Paid Social.
- Assisted in planning, executing, and optimizing paid search campaigns across various platforms to achieve performance goals.
- Contributed to conducting website audits and providing recommendations for technical enhancements to improve search engine performance
- Stayed on top of industry trends and algorithm updates, implementing changes accordingly.
- Assisted in optimizing content for relevant keywords, ensuring a balance between SEO best practices and engaging, customer-centric messaging.
- Collaborated with content creators to develop SEO-friendly content that aligned with the target audience.
- Contributed to leveraging AI tools and technologies to enhance SEO efforts and exploring innovative ways to integrate these into our SEO strategy
- Used data and analytics to drive key decisions for improvements and recommendations to optimize the SEO strategy.
- Provided training and guidance to internal teams on SEO best practices.

***Key Achievements***

- Successfully developed and executed comprehensive SEO strategies that aligned with business objectives, resulting in improved online visibility and increased organic traffic.
- Achieved performance goals by planning, executing, and optimizing paid search campaigns across various platforms effectively.
- Conducted website audits and implemented technical enhancements based on recommendations, leading to improved search engine performance and site usability.
- Stayed ahead of industry trends and algorithm updates, ensuring timely implementation of changes to maintain SEO effectiveness.
- Optimized content for relevant keywords while maintaining engaging, customer-centric messaging, striking a balance between SEO best practices and user experience.
- Leveraged AI tools and technologies to enhance SEO efforts, exploring innovative integration methods and utilizing data and analytics to drive key decisions for continuous improvement and optimization of the SEO strategy.

**Feb 2023 - Apr 2023****Big Jay Tech Ltd  
Areas of Relevant Training*****Outline***

- Ability to use CRM software such as Salesforce, Zoho CRM, and HubSpot.
- Proficiency in Microsoft Office tools including PowerPoint, Excel, and Word
- Proficiency in independently managing Google AdWords and Bing campaigns.
- Good working knowledge of digital marketing software such as Mailchimp, Canva, Meta Business Suite, Hootsuite, and social media management tools
- Knowledge of Google Sheets and basic to advanced HTML/CSS
- Experienced in developing and implementing B2B marketing campaign

### Outline

Designed visually appealing websites, collaborated with clients for functional designs, integrated plugins and custom themes, conducted A/B testing for optimal performance, and provided ongoing maintenance. Implemented SEO strategies resulting in top search engine rankings and a 65% increase in organic traffic. Achieved 30% growth in lead generation and conversions, improved online visibility through keyword optimization, and reduced bounce rate by 20% with technical SEO optimizations.

## Education

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- **Masters in Digital Marketing (Masters of Science)** | University of Chester Business School, University of Chester | May 2023 - May 2024 |

Grade: Distinction

Modules include: Digital DisruptionCompulsory, Digital Marketing Acquisition, Conversion and retention, Digital Marketing Strategy and planning, Marketing Project, Marketing Research Methods, Social Media Strategy, and Understanding the Digital Customer.

Skills Developed: Competitive Research skills, Content Strategy skills, Social media marketing skills, SEO skills, Design skills, Research analysis, Project management skills, Problem-solving and communication skills.

Research Topic – The impact of Artificial intelligence (AI) in Search Engine Optimization (SEO).

- **B.Sc Accountancy and a Minor in Economics (First-class honors)** | University of Buea, Cameroon | Apr 2014 - May 2017 |

Grade: First-class honors.

Modules include: Management, Accounting, Finance, Auditing, Quality Assurance and Taxation.

Skills Developed: Accounting, Finance, Management and Taxation.

Project Topic – The impact of working capital on small and medium size Enterprises.

- **GCE Advance Level (A Level)** | National Comprehensive High School Limbe, Cameroon | May 2013 - Apr 2014 |

Subject Name:

Accounting, Economics, Business Management, Business Mathematics, and Data Processing

- **GCE Ordinary Level (O Level)** | National Comprehensive High School Limbe, Cameroon | Aug 2011 - Jul 2012 |

Subject Name:

Accounting, Economics Geography, Business Mathematics, Mathematics, Office Practice, Word Processing, Commerce, Economics, English Language, French, Data Processing

## Additional

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### **Hobbies & Interests**

Reading , Networking Events , Traveling , Blogging , Photography , Online Courses , Fitness Activities

### **References**

References Available on Request.

### **Software**

Microsoft office, Microsoft Excel, Google Sheets, Microsoft Word , PowerPoint, Outlook, Google Mail, Salesforce, Microsoft Teams, Adobe Photoshop

### **Hardware**

Desktops, Networking, LAN, WAN, CPU, Routers, Servers, RAM, Printers, IoT

### **Programming Languages**

HTML, CSS, SQL, PHP

### **Languages**

English, French

### **Awards**

Honored as one of the top students in the Master's program for digital marketing at the University of Chester Business School in 2024.