

# WILLIAMS OSAGHAE

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Results-driven Digital Marketing Specialist with a solid background in social media strategy, content creation, and lead generation. Proven ability to increase online engagement and drive sales through innovative digital marketing campaigns. Experienced in managing multiple projects and delivering measurable results.

## EXPERIENCE

05/2024 – PRESENT

**Digital marketing specialist freelance, HOMES WITH DEE**

- Developed and executed social media campaigns, increasing followers by 30% in 3 months.
- Implemented SEO strategies, resulting in a 20% increase in website traffic.
- Analyzed campaign performance using analytics tools to optimize future strategies.

06/2024 – PRESENT

**Digital marketing specialist freelance, ANETTE'S BAKE SHOP & TREATS**

- Created engaging content for Instagram and Facebook, boosting engagement by 25%.
- Designed and implemented a lead generation strategy, increasing customer inquiries by 15%.
- Managed and monitored social media accounts, ensuring consistent brand messaging.

07/2019 – 04/2023

**SOCIAL MEDIA INTERN, GBKM MEDIA**

- Created and published a viral post that reached over 3000 views, contributing to a significant boost in brand visibility and awareness.
- Coordinated digital marketing campaigns across various channels, including email and social media.
- Conducted market research to inform marketing strategies and identify target audiences.

01/2022 – 05/2022

**DIGITAL MARKETING ASSISTANT, EMPOWERED4X**

- Implemented SEO strategies that enhanced website visibility, resulting in a 15% increase in organic traffic and improved search engine rankings.
- Produced and edited video content for various digital platforms.
- Supported the development of social media strategies and content calendars.

09/2023 – 12/2023

**DIGITAL MARKETING INTERN, MATHPROJECT**

- Conducted competitor research, providing insights that contributed to adapting and improving digital marketing strategies for increased effectiveness.
- Supported the development and execution of digital marketing campaigns.
- Analyzed performance metrics to assess the effectiveness of campaigns.
- Assisted in maintaining the company's social media presence.

## SKILLS

- Digital Marketing Strategy
- Social Media Management (Instagram, Facebook)
- Content Creation
- Lead Generation
- SEO and SEM
- Analytics and Reporting
- Email Marketing
- Adobe Creative Suite

## OTHER QUALIFICATIONS

- Basic video editing skills using tools like Adobe Premiere or iMovie for creating and optimizing video content for digital platforms.
- Expert tracking brand mentions, monitoring online discussions, and gathering data for social media strategy using social listening technologies.
- Proficiency with social media advertising platforms, such as Facebook Ads Manager, is essential for designing and refining advertising campaigns.
- Basic graphic design skills using tools like Canva or Adobe Creative Suite for creating visually appealing graphics and marketing materials.

## EDUCATION AND ACCREDITATIONS

DECEMBER 2022

**ADVANCED DIPLOMA – BUSINESS ADMINISTRATION**, HUMBER COLLEGE INSTITUTE OF TECHNOLOGY & ADVANCED LEARNING

DECEMBER 2024

**BACHELOR OF E-COMMERCE – DIGITAL MANAGEMENT DEGREE**, HUMBER COLLEGE INSTITUTE OF TECHNOLOGY & ADVANCED LEARNING

MARCH 2024

**CERTIFICATE - FOUNDATIONS OF DIGITAL MARKETING AND E-COMMERCE**, GOOGLE

## AWARDS

APRIL 2022

**3<sup>RD</sup> PLACE IN EDITING IN-CLASS COMPETITION, VIDEOGRAPHY CLASS**

Secured 3rd place in an in-class editing competition, showcasing proficiency in editing skills and the ability to perform effectively in a competitive environment.

MAY 2019

**4<sup>TH</sup> PLACE IN OVERALL NET INCOME, BIZCAFE**

ranked fourth in terms of total net income, demonstrating strategic financial acumen and successful performance in terms of revenue optimisation.

## INTEREST

- Regularly listen to digital marketing podcasts to expand knowledge, gain industry insights, and stay inspired by successful marketing campaigns.
- Enthusiastically pursue online courses to continually enhance digital marketing skills and stay adaptable in the dynamic field of digital marketing.
- Actively engage in content creation, including blogging and writing articles, to further develop creative writing skills and stay connected with digital content trends.