

Elekwachi Bethel

Digital Marketing Specialist

Port Harcourt, Rivers, Nigeria

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Languages

English

About

Detail-oriented and data-driven Digital marketing professional with 4+ years of experience creating performance-driven campaigns for B2B or B2C industries including SaaS, Startups, and Non-profit. Result-oriented Digital Marketer with expertise in SEO content writing, Social media marketing, Paid Advertising, Email Marketing and Lead generation. Experienced with creating effective marketing strategies, analyzing emerging trends and markets, including proven use of software like Google Analytics, Mailchimp, WordPress, Canva, video editing tools, etc, to improve communications between customer and client.

BRANDS WORKED WITH



Experience

● SEO Content Manager (Contract)

Ariele Agency | Nov 2022 - Now



● Digital Marketing Head

Ptouche Wifi | Nov 2021 - Nov 2022

Ptouche Wifi is a company that provides internet service to Nigerian Communities. Created several successful campaigns that delivered over 100 high ticket leads monthly. Grew Social Media Following on Facebook and Instagram organically by 500% in 3 months. Introduced Mautic Software and WhatsApp Automation tools and trained the team to use them. Built a Network of Over 30 Affiliate Marketers for the Company, resulting in an increase in leads generated and brand awareness. Developed High performance digital advertising campaigns and ads making the business more profitable.



● SEO Content Writer

World Scholars Hub | Jan 2021 - Dec 2022

- World Scholars Hub is an Education Niche and Scholarship blogging site.
- Formulated a top performing SEO strategy that helped the blog outrank it's competitors on Google search and increased overall traffic by 50%.
- Created SEO content that ranked on Google's first page and attracted over 1,000 organic traffic monthly.
- Worked on SEO Keyword Research for High Volume Keywords with low keywords difficulty.
- Collaborated effectively with key internal role-players to brainstorm content ideas in line with the company's overall strategy and support of various brand initiatives.

● Digital Marketing Manager

Skytrain Electronics LTD |

- Skytrain Electronics LTD is an Electronics and Digital Signage Company in Nigeria.
- Increased social media reach by 518% in just 2 weeks of Work.
- Attracted over 20 new leads monthly from organic channels.
- Created SEO optimised content that ranked on the 1st page of Google and brought in new Leads.
- Research industry-related topics (combining online sources, interviews, and studies) to draft original, long-form content on various relevant topics.
- Grew Social engagement by 2.2k% and social media following by 600% in less than one month organically.

- Conducting keyword research and using SEO best practices to increase traffic to the company website.
- Spearheaded the introduction and use of the Jumia e-commerce platform to grow the customer base and sell more products.

● Digital Marketing Executive

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● Growth Marketing Manager

Adminting |

- Adminting is an online advertising platform where users are rewarded for performing tasks for Advertisers.
- Acquired over 50 new users organically in the first month of Beta Testing.
- Acquired over 10 new Advertisers organically in the first month of Beta Testing.
- Drive over 10 platform partners which included bloggers, online communities and influencers.

● Social Media Manager

Ledsignage.ng |

- Managed all social media platforms, creating consistent consumer communications channels that increased visibility and followership by 200%.
- Increased brand awareness across online channels.
- Contributed to the development of online assets including website, Google business profile, etc.
- Wrote SEO content for the organisation and increased website traffic by 20% and leads generated by 35%.
- Pioneered online sales of signage products that increased profit by up to 25% extra.

Education & Training

● Federal University of Technology

Bachelor of Technology in Electronics and Communication Engineering,