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CHIMA J. NWEKEA long, thin rectangle to divide sections of the document

# PROFESSIONAL SUMMARY

Results-driven Digital Marketing and Data Analytics professional with 6+ years of experience optimizing customer journeys, implementing conversion strategies with accuracy, and driving ecommerce growth.

Expert in SEO optimization, A/B testing, and performance analytics and digital media with a proven track record of delivering measurable business outcomes and revenue growth

# SKILLS

**ECOMMERCE AND OPTIMIZATION** [CONVERSION RATE OPTIMIZATION | A/B TESTING & EXPERIMENTATION | CUSTOMER JOURNEY MAPPING | SITE PERFORMANCE ANALYTICS | MOBILE OPTIMIZATION]

**SEO AND DIGITAL MARKETING** [SEARCH ENGINE OPTIMIZATION | GOOGLE ANALYTICS & SEARCH CONSOLE | SEMRUSH & KEYWORD STRATEGY |WORDPRESS |WEB MANAGEMENT| CONTENT WRITING / CONTENT MARKETING | MULTI-CHANNEL CAMPAIGNS | REMARKETING | SEARCH (SEM)| MULTI-VARIATE TESTING |FACEBOOK/ META ADVERTISING ]

**TECHNICAL & ANALYSIS** [GOOGLE ANALYTICS 4 | SQL AND DATABASE MANAGEMENT | DATA VISUALIZATION | MARKETING AUTOMATION | CRM INTEGRATION | DATA-DRIVEN INSIGHTS | PERFORMANCE ANALYSIS | ]

**HARD SKILLS** [SQL | DATABASE MANAGEMENT | PYTHON PROGRAMMING | POWER-BI | GOOGLE LOOKER STUDIO | STOCK ANALYSIS | UX DESIGN |DASH/PLOTLY ]

**SOFT SKILLS** [TEAM WORK |INTERPERSONAL SKILLS | COMMUNICATION SKILLS | HIGHLY INDEPENDENT/SELF MANAGED | CREATIVE AND INNOVATIVE THINKER |HIGHLY ORIENTED | MANAGING MULTIPLE TASK/ MULTI-TASKING |PRESENTATION|COLLABORATION | INTERPERSONAL SKILLS | DETAIL ORIENTED ]

**TOOLS AND SUITES** [FACEBOOK ADS |GOOGLE ADWORDS | CANVA | LANDING PAGE DESIGN | VIDEO EDITING | WRIKE | MICROSOFT OFFICE SUITE | ADOBE CREATIVE SUITE | PHOTOSHOP | INDESIGN ]

# WORK EXPERIENCE

## Divergent NG, Lagos, Nigeria *— Head of Business Development & Marketing*

April 2019 - May 2021

* Optimized customer conversion funnels resulting in 35% improvement in customer acquisition cost
* Developed A/B testing strategies increasing conversion rates
* Implemented data-driven marketing campaigns achieving increased revenue growth
* Leading execution, managing budgets and revenue growth

## GlocAllia Solutions ,Remote *— Co-Creator & Digital Strategy Lead*

October 2021 - March 2022

* Designed SEO strategies improving organic search visibility.
* Built comprehensive analytics dashboards delivering actionable insights.
* Optimized site performance leading to 45% reduction in bounce rate

## Bridge Merchant Enterprises, Lagos Nigeria *— Marketing & Business Director*

May 2022 - Present

* Optimized product merchandising strategies increasing average order value.
* Designed integrated marketing campaigns with measurable ROI tracking and social media management
* Implemented promotional strategies aligned with seasonal trends and business objectives, profitability and content optimization

# ADDITIONAL EXPERIENCES

## Workload NG, Lagos, Nigeria *— Marketing Operations Lead*

Jan 2018 - March 2021

* Built marketing automation frameworks for audience segmentation, sales and personalization
* Conducted regular site audits ensuring optimal performance and SEO compliance
* Led user testing initiatives to optimize product interface and customer experience

## Radah Labs, Port-Harcourt, Nigeria *— Digital Marketing Executive*

May 2016 - December 2017

* Managed Google Ads campaigns with focus on display, search, and mobile optimization
* Utilized Google Analytics for comprehensive performance tracking and conversion attribution
* Executed video advertising strategies increasing brand engagement across digital platforms

# EDUCATION

## University of Port Harcourt, Nigeria *— Bachelor of Engineering B.Eng*

October 2010 - DECEMBER 2015, Port Harcourt, Nigeria

## Google Squared UK, Online *— Advanced Marketing & Business Leadership*

October 2017 - DECEMBER 2018, London, United Kingdom

## Coursera, Online *— IBM Data Analyst Professional Track*

June 2024 - Present, Minnesota, United States

# KEY PROJECTS & ACHIEVEMENTS

**DIGITAL SKILLS TRAINING INITIATIVE** [ 2016- 2017]: Trained 100,000 professionals in digital marketing and analytics best practices, developing curricula for Google Educational products.

**DIGI PH BUSINESS ACCELERATION**[2017] : Independent and highly organized Project, Mentored 50 local businesses in implementing data-driven marketing strategies, achieving average 30% growth in digital engagement.

# CERTIFICATIONS

**GOOGLE**: Google Partners Certification Google Analytics Individual Qualification Search, Display, Video, Mobile Advertisings.

**HUBSPOT ACADEMY** : Inbound Marketing Certification Content Marketing Certification Email Marketing Certification

# OTHER SKILLS

**DIGITAL & SOFT** [social media channels | social media content | photography skills| technical writing | develop solutions | website analytics | Public Relations | industry trends | user experience | Email Campaigns | Shared Services | business growth | Graphic Design | b2b marketing | call tracking | HTML | PPC | UTM | b2c]

verbal and written communication skills | manage multiple projects | Attention to Detail | consistent

# INTERESTS:

Artificial Intelligence(A.I) | Software Engineering | Mobile and Web App | Marketing Analytics | Digital Marketing | Social good | Startups | Community development | Product Management | Gaming | UI/UX | AR /VR| Agriculture |Digital advertising | Media Buying | Paid Campaigns | Ability to collaborate | Keyword Research | digital retail | content creation | Analytics tool | Sprint planning | Agile Methodology | Product Development | Product Management |digital content

Job Responsibilities:

Campaign Strategy and Execution: Develop and execute property-specific and brand-level digital campaigns across Social Media (Facebook, Instagram, YouTube, and LinkedIn), Google, and Email. Plan and manage performance marketing campaigns, including PPC, social media, and retargeting ads. Analyze campaign performance data and generate reports to inform future strategies and optimizations. Content Creation and Design: Produce engaging, on-brand content for website, social platforms, and marketing campaigns. Create photo and video content, including drone photography, photo and video editing, and short-form social media reels. Website Design and Management: Conduct keyword research and implement SEO best practices to improve organic search rankings. Monitor site performance with Google Analytics/Search Console to identify opportunities for growth. Create, update, and maintain engaging website content, including occasional data entry and basic updates. Apply an eye for design to refine pages for a polished, user-friendly experience (HTML knowledge a plus). Social Media Management: Manage social accounts across Instagram, Facebook, YouTube, LinkedIn, and more. Post consistently with purpose, leveraging a clear understanding of Instagram and Facebook algorithms to maximize reach and engagement. Regularly analyze and evolve posting strategies to stay ahead of social media trends and drive meaningful engagement. Elevate our online presence with engaging visuals and compelling storytelling. Analytics and Optimization: Monitor campaign performance, track KPIs, and leverage analytics tools (Google Analytics, Google Console, Meta Ads Manager) and generate reports to inform future strategies and optimizations. Collaboration: Work closely with the creative team to produce high-quality copy that aligns with the brand image and resonates with target audiences. Assist with both digital and print marketing deliverables.

Job Qualifications: Bachelor’s degree in Marketing, Communications, Graphic Design, or related field (or equivalent work experience). Proficiency in SEO, PPC, Google Ads, and social media advertising. Strong graphic design, photography, and video editing skills (drone experience is a bonus). Copywriting skills with a strong suit for engaging, client-focused messaging.

Highly organized, detail-oriented, and able to manage multiple projects in a fast-paced environment. Ability to work independently as well as collaboratively within a team environment. Ability to commute to a variety of locations around Lake Minnetonka. Go-getter attitude and willingness to learn, evaluate, and adapt to the fast-paced real estate market.

Skills:

SEO, PPC, Google Analytics, Google Ads, Email Marketing, Meta Business Suite, Social Media Management, Graphic Design, Photography and Videography (experience with drone preferred), Photo and Video Editing, Basic Understanding of HTML Code (preferred but not required)