

# EMMANUELLA OMEH

## DIGITAL MARKETING STRATEGIST

### CONTACT

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### EDUCATION

Meta Digital Marketing Associate

Google Ads Search Professional Certification

Hubspot Seo Certification

Email Marketing: Strategy and Optimization (ISSUED SEPT. 2022)

LinkedIn

Fundamentals of Digital Marketing (ISSUED AUG 2022)

Google Digital Garage

Bachelors of Applied Science.-BASC Microbiology (SEPT 2016-SEPT 2018)

Michael Okpara University of Agriculture Umudike

### SKILLS

Content Creation

Social Media Strategy

Paid Media Advertising

Creative Writing

Community Management

Marketing Automation

### CAREER SUMMARY

A tenacious individual seeking to leverage my knowledge of effective marketing strategy Digital marketing, social media marketing, and communication to enhance the success of a dynamic organization. With years of industry experience, I have developed a unique approach to digital marketing that focuses on developing effective strategies for generating and converting leads, building engagement, and fostering community. I am currently looking for a company I can grow and offer value long-term.

### WORK EXPERIENCE

**Digital Marketing Head/Founder** Dec,2022 - Present

Artlify Agency

- Built and led a high-performing marketing team from scratch, establishing Artlify Agency as a prominent player in the competitive digital marketing landscape.
- Developed and implemented comprehensive digital marketing strategies across various channels (SEO, PPC, social media, email marketing) to drive brand awareness, lead generation, and client acquisition.
- Managed and optimized marketing budgets, securing a 100% increase in ROI within the first year.
- Cultivated strong relationships with key clients, exceeding expectations and achieving a 70% client satisfaction rate.

**Digital Marketing Manager** Jan,2022- Dec,2022

CUSECHO AI COMPANY

- Managed and executed all digital marketing activities for CUSECHO AI, focusing on lead generation and brand awareness for their AI-powered marketing solutions.
- Developed and implemented a successful SEO strategy that resulted in a 200% increase in organic traffic and a 69% improvement in keyword rankings.
- Designed and launched a content marketing campaign featuring customer testimonials and case studies, leading to a 50% increase in qualified leads and a conversion rate increase for free trials.

**Marketing Director** Jan,2021 - Jan, 2022

Pride of Marketing Texas

- Initiated a strategic partnership with a local media outlet, resulting in a 40% increase in website traffic and a 25% boost in lead generation.
- Developed and implemented a social media strategy that generated 90% more engagement and higher conversion rates compared to previous campaigns.
- Implemented a data-driven approach to marketing, utilizing analytics to optimize campaigns and track ROI.