

Ubah Ekene Collins

Digital Marketer and Social Media Manager



I am an innovative digital marketer, with 3 years experience, I have been engaged in building a digital first culture at a large organization. Implemented new competitive analysis and consumer trend reports to increase quarterly sales by 15%. Also worked as a social media manager for various organizations managing the organization social media handle, generating Leads, running adverts campaign, creating engaging and resourceful content and winning prospective client patronage. I am a graduate of **Project Management Technology**, Federal University of Technology Owerri (FUTO). I have also acquired Diploma in Digital Marketing Management. I am Computer experienced, with advance knowledge in the use of software packages like Buffer, Google Ads, Meta Ads, Canva, Render Forest, Legend, MailChimp Email Marketing also knowledgeable in the use of Microsoft Office Tools kits, Excel, Power Point, Outlook, Enterprise Cloud SharePoint, Database Management etc. My vision is to work with a progressive organization where my skills and expertise will be a requisite for achieving the organizational goals and objectives. Also, where I can work effectively, grow and develop in my career.

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SKILLS AND COMPETENCIES

Skills In Digital Marketing And Video Editing
Skills in Social Media Management
Effective Time Management Skills.

Effective communication strategist
Skills in Editing and Proofreading.
Creative Writing and Design Skills.

PROFESSIONAL EXPERIENCE

DIGITAL MARKETER (Remote)

ITALIAN COFFEE VENTURES

(2021-Present)

3, KAFI STREET ALAUSA, IKEJA, LAGOS STATE, NIGERIA.

DUTIES:

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.
- Design, build and maintain our social media presence.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insight, and optimize spend and performance based on the insights.
- Brainstorm new and creative growth strategies.
- Plan, execute, and measure experiments and conversion tests.
- Collaborate with internal teams to create landing pages and optimize user experience.

SOCIAL MEDIA MANAGER

CONSISTENT TRUST MICROFINANCE BANK

(2020-2021)

EKITI STATE, NIGERIA.

DUTIES:

- Creating social media awareness for the organization.
- Worked with internal and external partners to develop and execute content strategies.
- Performed well with project requirements and deadlines.
- Worked collaboratively with team members to meet and exceed project goals.
- Work one on one with clients to understand their content needs and goals.

JUNIOR BUSINESS ANALYST

APPZONE LIMITED

(2019-2019)

LAGOS, NIGERIA.

DUTIES:

As an entry level or junior business analyst, I support the collection and analysis of data for the business or organization, providing better solutions, technology integration, and systems improvements.