

Lilian Eboji

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Professional Summary

Results-driven Digital Marketing Professional with proven success in developing and executing multi-channel campaigns that drive customer acquisition, engagement, and revenue growth. Skilled in SEO/SEM, paid advertising, content strategy, and analytics, with hands-on experience scaling digital campaigns. Combines creativity with data-driven decision-making to deliver measurable results.

Professional Experience

Digital Marketing Associate

Onit (Lifestyle & Services App) | June 2025-August 2025

- Supported the execution of multi-channel digital campaigns to drive adoption of the Onit laundry services.
- Managed social media platforms, growing user engagement by 30% within 1 month organically
- Assisted in planning and optimizing paid social and search ads, improving click-through rates (CTR) by 10%.
- Coordinated email marketing campaigns via Mailerlite to promote laundry services, improving open rates by 15%.
- Monitored campaign performance, analyzed data, and presented actionable insights to senior management for continuous improvement.

Digital Marketing Manager

Fresh2Carts (Food Delivery App) | Nov 2023-Aug 2024

- Designed and implemented data-driven digital marketing strategies that increased app downloads and vendor engagement by 40% within 6 months.
- Managed and optimized paid advertising campaigns across Facebook and Instagram, achieving a 25% reduction in cost-per-acquisition (CPA).
- Oversaw content marketing initiatives (newsletters, blogs, and social media) that boosted brand visibility and improved customer retention.
- Tracked campaign performance using Google Analytics and Meta Business Suite, reporting insights that influenced product and sales strategies.
- Collaborated with design and product teams to align digital campaigns with business goals, improving vendor onboarding experience.

Key Skills

- Digital Strategy & Campaign Management
- SEO/SEM Optimization
- Paid Ads (Google, Meta, LinkedIn, Instagram)
- Social Media Marketing & Management
- Content Marketing (Blogs, Newsletters, Social Media)
- Email Marketing (Mailchimp, HubSpot, Mailerlite)
- Analytics & Reporting (Google Analytics, Meta Business Suite)
- CRM & Marketing Automation (HubSpot, Zoho, Zapier, etc.)
- Project & Cross-Functional Team Collaboration

Tools

- Google Analytics and Google Ads
- Meta Business Suite and Ads Manager
- Mailchimp, Brevo and Hubspot
- Hootsuite, Buffer and Later
- Semrush and Ahrefs
- Hotjar and Microsoft Clarity

Education

Bachelor's Degree in Information System (Focus in Digital Marketing)
Westmidlands University – 2024-2028

Bachelor's Degree in Computer Science
ISFOP Benin Universite – 2017-2019

Certifications

- Semrush SEO Certification
- Google Ads Search Certification
- HubSpot Digital Marketing Certification