

JOSHUA OGUNSEUN

DIGITAL MARKETER & SOCIAL MEDIA MANAGER

+2348127713946

Iyana-Ipaja Lagos, Nigeria

Joshua Ogunseun

seunj5304@gmail.com

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Professional with 4+ years of experience in social media management, growth marketing, and SEO optimization. Proven track record of increasing lead generation by 25%+, boosting engagement by 300%+, and driving brand visibility by 60%+. Expertise in Meta Ads, Google Ads, content marketing, and data-driven campaign optimization. Proficient in Figma, Canva, Photoshop, and web management tools. Passionate about leveraging AI, analytics, and psychology to enhance marketing effectiveness.

EDUCATION & CERTIFICATIONS

UNIVERSITY OF LAGOS

2014-2020

BSC PSYCHOLOGY

SKILL

- Marketing:** SEO, PPC, Email Marketing Etc.
- Design:** Figma, Canva, Adobe Photoshop
- Analytics:** Google Analytics, Facebook Insights, A/B Testing
- Soft Skills:** Leadership, Strategic Thinking, Data-Driven Decision Making, Team work

PROFESSIONAL EXPERIENCE

Larakudayisi international- LKI management(Digital Marketing Lead)

JUNE 2025 -PRESENT

- Increased lead generation by 50%+ via strategic google, meta and email campaigns promoting loyalty programs.
- Boosted client acquisition and upsell rates through the development of custom audience targeting strategies.
- Managing the brand's website and all associated product and payment platforms, including Pystack, Selar, and Amazon KDP.

Loyalty Solutions Limited - Social Media Marketer & PR(B2B)

MAR 2024 -JUNE 2025

- Increased lead generation by 25%+ via strategic LinkedIn campaigns promoting loyalty programs.
- Developed custom audience-targeting strategies, expanding client acquisition for B2B services.
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Crystal Fertility Clinic - Digital Marketing Manager

SEP 2024 - JAN 2025

- Boosted social media inquiries by 300% through optimized ad campaigns and content strategy.
- Revamped website & social media presence, improving user experience and conversion rates.
- Executed multi-channel marketing (SEO, PPC, email), driving a 40% increase in appointments.

Dulles Lagos - Growth Marketer

MAR 2024 - OCT 2024

- Elevated brand visibility by 60%+ through modern rebranding and digital campaigns.
- Optimized website traffic & lead flow, contributing to a 50% increase in sales inquiries.
- Collaborated with sales teams to align marketing strategies with business objectives.

- Grew digital sales from <50 to 700–1000+ clients via targeted social media strategies.
- Increased Instagram followers to 4,000+ in the first campaign through viral content.
- Led brand repositioning, resulting in a Maya Awards 2021 nomination (Best Luxury Footwear).

SOME OF THE TOOLS I HAVE USED

- Google Analytics
- Ads Manager
- Mailchimp & Brevo
- Figma
- Canva
- Hubspot
- Elementor
- Google search console

LANGUAGE

- English
- Yoruba
- Pidgin

CERTIFICATE

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|---|------|
| • AI Career Essentials(ALX) | 2024 |
| • LinkedIn Marketing Certificate(Linkedin) | 2024 |
| • National Youth Service Corps | 2023 |
| • Google Ads Certification(Google Skillshop) | 2023 |
| • Digital Marketing Expert Certificate(Digital Ad Expert) | 2023 |
| • Fundamentals of Digital Marketing(Coursera) | 2022 |

PORTFOLIO

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