

Ovakporaye Joseph

DIGITAL MARKETING SPECIALIST

>>> PROFESSIONAL SUMMARY

Results-driven SEO, SEM, and Paid Media Specialist with 2+ years of experience in driving traffic, generating leads, and boosting conversions through data-driven strategies. Skilled in:

- Search Engine Optimization (SEO)
- Search Engine Marketing
- Pay-Per-Click (PPC) Advertising
- Social Media Advertising (SMA)
- Google Analytics and Tag Manager
- A/B Testing and Conversion Rate Optimization (CRO)
- Content Marketing and Copywriting

ADDITIONAL SKILLS

SEO, content strategy, social media management, email marketing, analytics, design, content creation, CRO etc.

Creative thinking, communication, adaptability, problem-solving, teamwork, time management, Creative writing.

Other skills include:

- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) Advertising
- Social Media Advertising (SMA)
- Google Analytics and Tag Manager
- A/B Testing and Conversion Rate Optimization (CRO)
- Content Marketing and Copywriting
- Data Analysis and Visualization
- Team Collaboration and Communication
- Web Development
- Prompt Engineering

TOOLS

- GOOGLE SEARCH CONSOLE
- AHREFS
- SEMRUSH
- MOZ
- GOOGLE ADS EDITOR
- META ADS
- LINKEDIN ADS
- TIKTOK AD MANAGER
- GOOGLE AD MANAGER
- BUFFER
- MAILCHIMP
- GOOGLE ANALYTICS
- CAPCUT
- INKSCAPE
- AI

ADDITIONAL EXPERIENCES

Digital Marketing Consultant

Created strategies for clients which when implemented increased engagements and conversion across all platforms.

Digital Marketing Mentor

Ran a whatsapp group where i shared digital marketing tips and strategies.

Content Strategist

Dee's Ventures

Developed and executed content plans that increased website traffic and user engagement.

ACADEMIC BACKGROUND

Federal Government College Port Harcourt

SSCE

CERTIFICATIONS

Digital Ad Expert Digital Marketing Certification, 2024

Hardeverse Digital Marketing Hacks Certificate

Hardeverse Copywriting Certificate

Artificial Intelligence Career Essentials: Microsoft, ALX

Introduction to Introduction to Data Science: Credly

AI & and Digital Marketing Certificate 2025: Aleph

CONTACT INFO

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