

Mirabel Anyanwu

Digital Marketing Specialist

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PROFILE

Seasoned Digital Marketer with over 3 years of experience in Digital marketing & communication, content marketing strategy, and social media marketing. Experienced in developing and implementing innovative marketing campaigns to drive brand visibility, engagement, and sales. Adept at leveraging digital platforms and content marketing strategies to meet business objectives. Proven track record of growing online presence and achieving impressive results for clients and organizations.

EDUCATION

Bsc. Political Science

University of Lagos, Akoka

lagos State, Nigeria

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

11/2023 – present | lagos State, Nigeria

Njetours Ltd

- Currently, leading email campaigns to enhance open rates and engagement, utilizing segmentation for precise targeting.
- Ongoing implementation of strategies to boost online sales and improve conversion rates through optimized promotions.
- Actively managing Google Ads campaigns with a focus on improving ROI and analyzing performance using Google Analytics to refine strategies.
- Developing and executing social media strategies, driving growth in followers and engagement across platforms.
- Designing marketing graphics and overseeing website maintenance and redevelopment to enhance user experience and site performance.
- Continuously producing and marketing content across various platforms to improve SEO and drive increased website traffic.
- Implementing daily and digital strategies aligned with business goals to ensure effective marketing execution.

Social Media Manager & Content Creation Strategist

06/2021 – present | Lagos, Nigeria, Nigeria

Anike Natural Skincare company

- Led the launch of an acne product line, surpassing marketing forecasts by 60% within two weeks with a highly effective digital marketing strategy.
- Pioneered environmental sustainability in skincare production, achieving a 100% success rate.
- Elevated monthly sales from 400k – 600k to an impressive 1.3m to 3m through innovative content and highly effective social media advertising strategies.
- Introduced omnichannel marketing strategies, contributing to a remarkable 90% growth in sales and customer retention.
- Achieved consistent outreach to 500k accounts monthly through organic and sponsored advertising.

Digital Marketing Manager

03/2024 – 07/2024 | lagos State, Nigeria

Proof Hotel, Proof Residence & 17th Avenue Restaurant

- Designed and implemented PR strategies that attracted celebrities and elevated the hotel's profile.
- Introduced and managed a daily event calendar, ensuring a consistent flow of engaging activities that increased guest traffic.
- Led focused ad campaigns that effectively drove bookings for special occasions like birthdays and engagements.
- Developed and executed a content strategy for social media platforms, enhancing online engagement and brand visibility.
- Collaborated with staff to produce viral TikTok content, significantly boosting the hotel's social media presence.
- Oversaw the website's redesign, applying product management skills to improve user experience and functionality.

- Managed influencer partnerships, leading

Meta Ads Specialist

02/2024 – 03/2024 | Lagos State, Nigeria

Skin Consistence Clinic

- Successfully launched targeted ad campaigns that increased brand visibility by 35% within the first 6 months for new aesthetic businesses.
- Implementing audience segmentation strategies that enhanced client acquisition, resulting in a 20% increase in appointment bookings.
- Leveraging A/B testing to optimize creatives and ad copy, improving click-through rates by 15%.
- Managing ad budgets efficiently to achieve a 25% reduction in cost per lead while maintaining high ad performance.

SKILLS

- Digital Marketing and Growth Strategy • Content Marketing and Curation • Copywriting and Content Creation • Social Media Marketing • Email Marketing & Marketing Strategy • Wordpress builder • Seo Specialist

CERTIFICATES

Certified in Digital Marketing/Content creation, Sidehustle

• Certified in Product management, SideHustle and Jobberman

Social Media Certification, Hubspot Academy

• Certified in Product management, EntryLevel and Ingressive for Good

• Soft Skill training Certification, Jobberman youth engagement & learning.

Seo Certification, Hubspot Academy

• Certified in Product management, Product school and Gainsightx

• Certified in Digital Marketing, Udemy