

ABIMBOLA ENIOLA AJAYI

DIGITAL MARKETER

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Results-driven Digital Marketer with 3+ years of experience driving brand growth through social media management, content marketing, SEO, paid advertising, and analytics. Proven track record of increasing engagement, app downloads, lead generation, and customer satisfaction across on-site and remote roles.

CORE SKILLS

Digital Marketing Strategy | Social Media Management | Content Creation & Copywriting | SEO  
Paid Ads (Google & Meta) | Google Analytics | Email Marketing | Lead Generation | Campaign Optimization

PROFESSIONAL EXPERIENCE

Digital Marketer, Eedu.tech

Jan 2024- Present

- Execute digital marketing strategies to grow platform adoption and brand visibility.
- Manage social media content and campaigns, driving consistent audience engagement.
- Analyze performance metrics to optimize campaigns and improve conversions.

Digital Marketer, Branding360 Integrated Consult

May 2023- Dec 2024

- Developed and executed multi-channel digital marketing strategies.
- Managed social media presence and implemented SEO techniques to improve visibility.
- Created SEO-optimized content and monitored performance using analytics tools.
- Improved customer satisfaction by 10% through targeted engagement strategies.

Digital Marketing Intern, Interbound Media Managers

Feb 2022 - Mar 2023

- Created and optimized paid ads on Google Ads and Facebook Ads.
- Executed email campaigns using Zoho Campaigns.
- Improved website traffic by 5% through data-driven social media strategies.

Administrative & Marketing Assistant (NYSC), Adron Homes

Feb 2021 - Feb 2022

- Supported lead generation, marketing events, and daily office operations.
- Delivered excellent customer service to clients and agents.

EDUCATION

Bachelor of Science in Mass Communication

Oct 2016 - Nov 2020

McPherson University, Seriki-Sotayo

REFERENCE

Available upon Request