



Samuel Mbah

📍 Abuja, FCT 📞 +234 704 400 8036 ✉️ xammiembah29@gmail.com

PROFESSIONAL SUMMARY

Results-oriented professional with 5 years of experience and a proven knowledge of brand management, search engine optimization, and profit growth. Aiming to leverage my skills to successfully fill the Digital Marketing Executive role at your company.

SKILLS

- Content Creation (5 years)
- Customer service (8 years)
- Organizational skills (8 years)
- Communication skills (10+ years)
- Microsoft Office (10+ years)
- Lead generation (5 years)
- Sales Strategy familiarity (5 years)
- Brand Management (5 years)
- Search engine optimization (5 years)
- Email marketing
- Web analytics
- Google Analytics
- Content management systems
- Google Search Console
- Social Media Management
- Blogging
- SEM
- Google Ads
- Google AdWords
- Knowledge of social media techniques and analytics interpretation

WORK HISTORY

DIGITAL AND TELEMARKETING ASSOCIATE

08/2022 to CURRENT

PuroClean of Bluffdale - Utah

- Using Xactimate and Symblity (CoreLogic) to provide estimates
- Using different CRM such as Dash, MICA, Encircle, Xactanalysis, Monday.com etc
- Following up with Insurance agents, customers and adjusters to bring in jobs
- Evaluate photo report and using that to manage all social media platforms
- Google My Business (GMB) optimization
- Local directory Listings Corrections & Consistency
- Online directory listing claims & updates
- Citation development
- Reputation Management
- Keyword Tracking
- Analytics Tracking
- On page Website optimization
- Content optimization
- Pay-per-click management
- Google Local Service Ads

DIGITAL MARKETING EXECUTIVE

02/2022 to 07/2022

Tsebo Solutions Group | Lagos

- The formulation of strategies to build a lasting digital connection with consumers
- Planning and monitoring ongoing company presence on social media (Twitter, Facebook etc.)
- Launched optimized online adverts through Google Adwords, Facebook etc
- To increase company and brand awareness
- Been actively involved in SEO efforts (keyword, image optimization etc.)
- Prepared online newsletters and promotional emails and organize their distribution through various channels
- Provide creative ideas for content marketing and update website
- Collaborate with designers to improve user experience
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.)
- Acquire insight in online marketing trends and keep strategies up-to-date
- Maintain partnerships with media agencies and vendors

GENERAL MANAGER

10/2021 to 01/2022

Edmudian Courts Luxury Apartments

- Organized budgets, oversaw P&Ls and achieved margin targets consistently to stay on track with growth plans
- Set, enforced and optimized internal policies to maintain responsiveness to demands
- Elevated customer service satisfaction to ensure guest loyalty and patronage
- Reduced corporate risk by managing shrink processes and controlling inventory levels
- Assessed reports to evaluate performance, develop targeted improvements and implement changes
- Supervision of head of units and departments
- Robust social media drive aimed at driving sales.

SOCIAL MEDIA SPECIALIST

02/2021 to 09/2021

Nigerian Tulip International Colleges, Abuja

- Design and managed a variety of social media campaigns from conception, to creation, to execution, and to analytics
- Developed social media calendar, which included scheduling email blasts, social media posts, marketing campaigns and website updates
- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals

- Maintained company's social media presence by posting messages, answering posts and monitoring responses
- Utilized SEO best practices to increase social media program's visibility and organic growth
- Created social media content with consistent content and tone
- Wrote social media content to increase engagement with customers
- Produced blog posts, pay-per-click ads, and promotional content
- Monitored return on investment of online and social media marketing efforts
- Monitor all social media channels on a daily basis
- Strategized social media campaigns for organization, helping to meet goals and untapped potential customers.

DIGITAL MARKETING EXECUTIVE

05/2018 to 01/2021

Petrus Hotels Royale, Abuja

- Handling all digital marketing efforts of the organization
- Graphic Design Skills – Canva, Illustrator
- Skillful in Marketing Video production
- Extensive use of Google Business to drive online sales and drive revenue
- Use of Email marketing to reach prospective clients
- SEO skills with in-depth website content knowledge
- Launched optimized online advertisements to increase company and brand awareness and patronage
- Produced marketing graphics that were attractive and high quality by applying skills in Google Ad Words
- Planned and monitored company presence on social media (Twitter, Facebook etc.)
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.)

EDUCATION

Bachelor of Science | Political Science
Federal University Lafia, Lafia

08/2017

Diploma | Mass Communication
Federal Polytechnic Bida, Bida

09/2012

Senior School Leaving Certificate
Federal Government College Jos, Jos

06/2002

Willing to relocate: Anywhere