

TEMILADE PRAISE - GROWTH MARKETING LEAD

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PROFESSIONAL SUMMARY

Experienced digital marketing specialist with 4 years of experience in driving customer acquisition and retention. Skilled in marketing strategy, web optimization, customer lifecycle optimization, data analysis, and A/B Testing. Proven track record in boosting organic search rankings and increasing lead acquisition. Passionate about delivering results. Oversaw growth strategies leading to a 118.75% increase in revenue

WORK HISTORY

Growth Marketer (Team Lead), Mar 2023 to Present

[Afrimash Company Limited](#), Nigeria (Agritech, e-commerce, B2B & B2C)

- Redesigned and optimised several web pages to attract new leads, focusing on enhancing trust, and credibility, and increasing the conversion rate of leads.
- Grew lead acquisition rate by 380% from 0.2% to 7.6% within 56 days through the utilisation of targeted offers and landing pages.
- Implemented content marketing and retargeting strategy using the blog, free training, PPC, emails and social media resulting in a 192% increase in email traffic.
- Developed an onboarding flow that utilized interest-based popups, leading to accurate data on user interests. This data was then used to enhance our offerings.
- Configured custom GA4 e-commerce events, enabling precise measurement of our marketing efforts.
- Collaborated with departmental leads and other stakeholders to effectively oversee multiple projects leading to a 118.75% increase in revenue.

Software Engineer, Jan 2021 to Oct 2022

[FoodCo Nigeria Limited](#), Nigeria (Retail, e-commerce, B2B & B2C)

- Collaborated on the development of tracking software with modules for inventory monitoring, CRM, staff administration, and report generation.
- Led the migration of the e-commerce site from WordPress to Magento, resulting in reduced operating costs, improved stock accuracy, and increased functionality
- Conducted testing and troubleshooting, and documented resolutions in the system
- Collaborated with internal customers on project status, new proposals, and software-related technical issues
- Identified and resolved bugs and speed issues in software processes using automation techniques, improving efficiency by 18%
- Collaborated with team members to design and develop solutions that meet company requirements for functionality, scalability, and performance.

Digital Marketer, Mar 2020 to Oct 2022

[FoodCo Nigeria Limited](#), Nigeria (Retail, e-commerce, B2B & B2C)

- Optimised lead generation campaigns, resulting in a 792% increase in web signups
- Created a custom dashboard to monitor key metrics and trends.
- Reduced page load time from 33 seconds to 3.5 seconds resulting in a 15% decrease in bounce rate and a 20% increase in conversion.
- Created and optimised 30+ organic and paid campaigns using PPC Ads, Email & SMS marketing, resulting in increased social media followers (35%), engagement (50%), email open rate (25%), and CTR (10%)
- Improved organic search rankings from page 3 to Top 5 for 10+ high-competition keywords and increased organic traffic by 71%
- Managed local SEO listings for 20 physical stores across 3 cities using GMB
- Utilised Google Analytics and Tag Manager to track and measure website performance, conversion, and behaviour.

SKILLS

- **Marketing Skills:** Data-driven marketing, SEO, content marketing, email marketing, A/B testing, social media marketing, conversion rate optimization (CRO), landing page optimization.
- **Analytical Skills:** Web & Google analytics, data analysis, market research, statistical analysis, Excel and Google Sheets, GTM.
- **Technical Skills:** HTML/CSS, JavaScript, WordPress, web design, copywriting, graphic design, Canva.

EDUCATION

Bachelor of Science, Computer Science, University of Ibadan

CERTIFICATIONS

- **Google Analytics Individual Certification** (2019)
- **Digital Marketing Certification** – Google (2019)
- **Content Marketing Certification** – Hubspot (2020)
- **Social Media Strategy Certification** – Hubspot (2020)

RELEVANT HISTORY

- **Freelance Web Development & Digital Marketing** - 2019-2022 (Industries: Events, Law, Nature, Manufacturing)
- **WordPress Developer Intern** - DHELC Business Solutions 2019