WISDOM EBINDA EGBA

Content Marketing & SEO Strategist

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PROFESSIONAL SUMMARY

Content and SEO strategist experienced developing search-intent-based website content, articles, service pages, landing-page copy and campaign messages. Aligns content structure and brand clarity with useful customer actions and search reporting.

CORE SKILLS

Content Strategy, SEO Content, Keyword Research, Search Intent, Content Briefs, Content Optimisation, Conversion Copywriting, Editorial Planning, Internal Linking, Social Content, WordPress, Google Search Console, GA4

SELECTED CAREER ACHIEVEMENTS

- Published and optimised 86 Better Gas SEO pages and supported 90+ location records.
- Developed location search assets supporting a network of 90+ micro-distribution locations.
- Connected paid acquisition, conversion-focused pages and lead-management workflows across multiple organisations.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager, Performance & Growth

MOB Integrated Services & Better Gas Energy Services | Lagos, Nigeria | Jan 2025 - Present

- Developed search-focused location, service and product pages, including 86 optimised and published SEO pages supporting organic discoverability.
- Managed campaigns and customer acquisition across social, WhatsApp and website channels; measured campaign actions beyond engagement.
- Optimised WooCommerce pages, landing-page content and mobile conversion pathways for a cylinder-swap exchange model.

Digital Marketing Consultant, Performance Marketing

Heritage Royal Homes | Lagos, Nigeria | Jan 2024 - Dec 2025

- Applied SEO, competitor analysis and content planning to align property pages with buyer intent.
- Developed creative and social campaigns targeting potential property buyers, supported by CRM follow-up.
- Designed and developed a WordPress real-estate website with conversion-focused landing pages and enquiry flows.

Digital Marketing & Technology Consultant

REBS Global Realty Limited | Lagos, Nigeria | Selected client engagement

- Improved website content structure, service pages, navigation, search discoverability and lead-capture journeys.
- Designed and developed the corporate WordPress website and two supporting web applications: realtor referral registration and an investor sign-in portal.
- Integrated lead-source, referral and registration visibility into the wider digital-growth workflow.

Digital Marketing Manager

Landshop Limited | Lagos, Nigeria | Aug 2024 - Dec 2024

- Improved search-focused site content, keyword relevance and on-page optimisation for real-estate marketing.

- Used market research, competitor reviews and website performance information to refine acquisition strategy.

Digital Marketing Manager

Leadway Property Development & Interiors | Lagos, Nigeria | Jan 2024 - Jun 2024

- Improved website visibility through keywords, technical site changes and search-focused content.
- Maintained and improved the WordPress website's experience, structure and conversion pathways.
- Reviewed traffic, search, funnel and lead performance to prioritise marketing improvements.

Digital Marketing Strategist

Ultimus Holdings | Nigeria | Dec 2018 - Oct 2021

- Improved organic traffic through keyword strategy, search-focused content and optimisation.
- Supported social media programmes and influencer partnerships to increase market visibility.
- Developed and optimised landing pages for a clearer search-to-lead experience.

EDUCATION

Bachelor of Science (B.Sc.), Business Management - University of Calabar, Nigeria

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Certified Digital Marketer & Social Media Manager
- Certified WordPress Web Developer
- Web Development - HTML, CSS, JavaScript, PHP
- Marketing Tools: Automation - LinkedIn Learning, 2024