WISDOM EBINDA EGBA

CRM & Marketing Automation Specialist

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PROFESSIONAL SUMMARY

CRM and marketing automation professional experienced connecting digital lead capture with WATI, Zoho CRM, segmented follow-up and marketing operations. Builds practical workflows that support lead tracking, attribution, sales visibility and customer communication.

CORE SKILLS

CRM Management, Zoho CRM, WATI, HubSpot, Salesforce CRM, Lead Routing, Lead Stages, Marketing Automation, Zapier, n8n, Email Marketing, WhatsApp Workflows, Workflow Design, Lead Nurturing, Attribution

SELECTED CAREER ACHIEVEMENTS

- Supported WATI and Zoho CRM lead stages, ownership, attribution and follow-up processes.
- Delivered a corporate website and two related web applications for REBS Global Realty.
- Connected paid acquisition, conversion-focused pages and lead-management workflows across multiple organisations.
- Applied GA4, Tag Manager, Search Console and campaign reporting to marketing decisions.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager, Performance & Growth

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

- Managed WhatsApp and CRM customer journeys through WATI with lead stages, attribution, routing, payment status and follow-up workflows.
- Connected marketing acquisition and WATI/CRM workflows to support lead management, follow-up and operational reporting.
- Coordinated marketing, technology and operational stakeholders around acquisition, repeat purchase and digital customer journeys.

Digital Marketing & Technology Consultant

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

- Built lead-capture, referral tracking and digital onboarding flows supporting approximately 300 registered realtors.
- Built digital registration, referral-link, automated code and ID-card generation workflows.
- Translated marketing and business objectives into website, UX, content and implementation requirements.

Digital Marketing Consultant, Performance Marketing

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

- Managed Zoho CRM lead stages, segmentation, follow-up and sales pipeline visibility.
- Connected targeted acquisition, lead capture, CRM follow-up and nurture workflows.
- Trained marketing team members in digital acquisition, performance marketing, CRM and lead-management processes.

Digital Marketing Manager

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

- Integrated lead-handling and CRM automation workflows to support sales follow-up.
- Coordinated campaigns for both institutional and consumer customer groups.

- Reviewed traffic, search, funnel and lead performance to prioritise marketing improvements.

Digital Marketing Specialist, Remote

W & B Global Enterprises | Remote | Jul 2021 - Dec 2022

- Supported campaign execution through webinars, content, tracking and marketing coordination.
- Implemented Google Analytics 4 for campaign tracking, reporting and decision-making.
- Used A/B testing and funnel optimisation to improve landing-page conversion.

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