WISDOM EBINDA EGBA

Digital Marketing Manager

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PROFESSIONAL SUMMARY

Digital Marketing Manager with experience coordinating multi-channel customer acquisition, content, search, paid advertising, analytics, CRM and website improvements. Combines practical execution with commercial prioritisation, cross-functional communication and team enablement.

CORE SKILLS

Digital Marketing Management, Campaign Leadership, Paid Media, SEO, Growth Planning, Budget Prioritisation, Lead Generation, CRM Management, GA4, Analytics Reporting, Conversion Rate Optimisation, Marketing Automation, Stakeholder Management, Team Training

SELECTED CAREER ACHIEVEMENTS

- Contributed to programmes associated with reported revenue growth at Better Gas and Heritage Royal Homes.
- Supported e-commerce operations reporting NGN 123.5M YTD gross sales and 7,551 orders (27 Aug 2026).
- Meta campaign export recorded 25,301 landing-page views at NGN 12.66 per view (Jan-Aug 2026).
- Supported WATI and Zoho CRM lead stages, ownership, attribution and follow-up processes.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager, Performance & Growth

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

- Supported the combined business's reported expansion from NGN 10M to more than NGN 127M in revenue through acquisition, funnel and retention work.
- Managed full-funnel acquisition and conversion work across paid media, website, e-commerce, social and customer retention.
- Used Google Analytics 4, Google Tag Manager, Search Console and campaign reporting to prioritise marketing and conversion improvements.

Digital Marketing Consultant, Performance Marketing

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

- Supported the organisation's reported increase in monthly revenue from approximately NGN 30M to more than NGN 600M.
- Designed performance-led buyer acquisition and lead-generation campaigns for real estate projects.
- Used campaign analysis, funnel reviews and data-led optimisation to refine acquisition efficiency.

Digital Marketing & Technology Consultant

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

- Supported a digital real-estate sales system associated with more than 10,000 leads and over NGN 800M in property sales value.
- Integrated lead-source, referral and registration visibility into the wider digital-growth workflow.
- Translated marketing and business objectives into website, UX, content and implementation requirements.

Digital Marketing Manager

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

- Executed multi-channel campaigns combining organic search, social media, paid advertising and website acquisition.

- Used market research, competitor reviews and website performance information to refine acquisition strategy.
- Translated audience and market findings into actionable marketing priorities.

Digital Marketing Manager

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

- Managed B2B and B2C digital acquisition across search, social, paid campaigns, content and email.
- Reviewed traffic, search, funnel and lead performance to prioritise marketing improvements.
- Coordinated campaigns for both institutional and consumer customer groups.

Digital Marketing Strategist

Ultimus Holdings | Nigeria | Dec 2018 - Oct 2021

- Designed and optimised integrated acquisition, remarketing and customer journey campaigns.
- Automated marketing dashboards and reporting to support campaign visibility.
- Collaborated across marketing and delivery stakeholders on growth priorities.

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