WISDOM EBINDA EGBA

Digital Marketing Specialist

Lagos, Nigeria | +234 806 093 5229 | info@wisdomegba.com

https://wisdomegba.com | https://www.linkedin.com/in/wisdomeegba

PROFESSIONAL SUMMARY

Digital marketing professional with experience across e-commerce, real estate and services, integrating search, paid media, social content, CRM, email, analytics and conversion optimisation. Works across planning, execution and reporting to support qualified leads and commercial growth.

CORE SKILLS

Digital Marketing, Campaign Strategy, Google Ads, Meta Ads, TikTok Ads, SEO, Social Media Marketing, Lead Generation, Content Marketing, Email Marketing, WhatsApp Marketing, CRM, Marketing Automation, GA4, CRO

SELECTED CAREER ACHIEVEMENTS

- 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).
- Worked across Meta campaigns, WhatsApp acquisition, social content and customer response journeys.
- 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

- Managed full-funnel acquisition and conversion work across paid media, website, e-commerce, social and customer retention.
- Managed Meta advertising activity recorded at 25,301 landing-page views (NGN 12.66 per view) in the Jan-Aug 2026 export.
- Developed search-focused location, service and product pages, including 86 optimised and published SEO pages supporting organic discoverability.

Digital Marketing Consultant, Performance Marketing

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

- Designed performance-led buyer acquisition and lead-generation campaigns for real estate projects.
- Managed Meta advertising campaigns, prospecting, audience targeting and remarketing for property buyer enquiries.
- Applied SEO, competitor analysis and content planning to align property pages with buyer intent.

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.
- Built lead-capture, referral tracking and digital onboarding flows supporting approximately 300 registered realtors.

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.
- Optimised audience targeting, paid messages, landing pages and conversion pathways.

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

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.
- Developed PPC acquisition activity and optimised conversion-focused landing pages.
- Improved website visibility through keywords, technical site changes and search-focused content.

Digital Marketing Specialist, Remote

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

- Managed online campaigns and designed performance-focused advertising creative.
- Executed SEO and PPC activities supporting search discoverability and customer acquisition.
- Managed social media campaigns supporting engagement, reach and website traffic.

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