WISDOM EBINDA EGBA

Digital Strategy & Business Growth Consultant

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

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

PROFESSIONAL SUMMARY

Digital strategy and business growth consultant with experience translating marketing goals, operating requirements and customer journeys into practical websites, campaign systems, CRM workflows and measurable initiatives. Works across real estate, e-commerce and service operations.

CORE SKILLS

Digital Strategy, Business Growth, Digital Transformation, Stakeholder Management, Market Research, Commercial Planning, Technology Advisory, Website Strategy, Growth Marketing, CRM, Automation, Business Analysis, Performance Reporting, Customer Experience

SELECTED CAREER ACHIEVEMENTS

- Contributed to programmes associated with reported revenue growth at Better Gas and Heritage Royal Homes.
- Delivered a corporate website and two related web applications for REBS Global Realty.
- Supported REBS real-estate infrastructure associated with 10,000+ leads and NGN 800M+ property sales value.
- Supported WATI and Zoho CRM lead stages, ownership, attribution and follow-up processes.

PROFESSIONAL EXPERIENCE

Digital Marketing & Technology Consultant

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

- Translated marketing and business objectives into website, UX, content and implementation requirements.
- Supported a digital real-estate sales system associated with more than 10,000 leads and over NGN 800M in property sales value.
- Built digital registration, referral-link, automated code and ID-card generation workflows.

Digital Marketing Manager, Performance & Growth

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

- Coordinated marketing, technology and operational stakeholders around acquisition, repeat purchase and digital customer journeys.
- Supported the combined business's reported expansion from NGN 10M to more than NGN 127M in revenue through acquisition, funnel and retention work.
- Connected marketing acquisition and WATI/CRM workflows to support lead management, follow-up and operational reporting.

Digital Marketing Consultant, Performance Marketing

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

- Trained marketing team members in digital acquisition, performance marketing, CRM and lead-management processes.
- Supported the organisation's reported increase in monthly revenue from approximately NGN 30M to more than NGN 600M.
- Connected targeted acquisition, lead capture, CRM follow-up and nurture workflows.

Digital Marketing Manager

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

- Coordinated campaigns for both institutional and consumer customer groups.
- Reviewed traffic, search, funnel and lead performance to prioritise marketing improvements.
- Maintained and improved the WordPress website's experience, structure and conversion pathways.

Digital Marketing Manager

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

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

Digital Marketing Strategist

Ultimus Holdings | Nigeria | Dec 2018 - Oct 2021

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

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