WISDOM EBINDA EGBA

Growth Marketing Manager

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

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

PROFESSIONAL SUMMARY

Growth marketing professional connecting customer acquisition, conversion, e-commerce operations, CRM and retention. Experienced working across marketing, technology and business systems to support commercially measurable customer journeys and growth decisions.

CORE SKILLS

Growth Marketing, Acquisition Strategy, Conversion Funnels, Customer Retention, Lifecycle Marketing, Experimentation, Marketing Analytics, Revenue Reporting, E-commerce Growth, CRM, SEO, Paid Media, Customer Segmentation, Lead Nurturing

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).
- Connected paid acquisition, conversion-focused pages and lead-management workflows across multiple organisations.
- 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.
- Supported Better Gas e-commerce operations reporting approximately NGN 123.5M YTD gross sales and 7,551 orders by 27 Aug 2026.
- Managed full-funnel acquisition and conversion work across paid media, website, e-commerce, social and customer retention.

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.
- Managed Zoho CRM lead stages, segmentation, follow-up and sales pipeline visibility.

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.
- Connected real-estate property discovery with referral and user/investor registration experiences.
- Built lead-capture, referral tracking and digital onboarding flows supporting approximately 300 registered realtors.

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.

- Integrated lead-handling and CRM automation workflows to support sales follow-up.
- Reviewed traffic, search, funnel and lead performance to prioritise marketing improvements.

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.

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.

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