WISDOM EBINDA EGBA

Lead Generation & Demand Generation Specialist

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PROFESSIONAL SUMMARY

Lead-generation professional with experience combining prospecting, paid advertising, search, conversion-focused landing pages and CRM operations across real estate, e-commerce and B2B/B2C campaigns. Focuses on qualification, response workflows and commercial outcomes.

CORE SKILLS

Lead Generation, Demand Generation, Prospecting, Apollo.io, LeadsGorilla, B2B Marketing, B2C Marketing, Google Ads, Meta Ads, Landing Pages, CRM, Lead Qualification, Sales Funnels, GA4, Conversion Rate Optimisation

SELECTED CAREER ACHIEVEMENTS

- 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.
- Connected paid acquisition, conversion-focused pages and lead-management workflows across multiple organisations.
- Meta campaign export recorded 25,301 landing-page views at NGN 12.66 per view (Jan-Aug 2026).

PROFESSIONAL EXPERIENCE

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.
- Managed Meta advertising campaigns, prospecting, audience targeting and remarketing for property buyer enquiries.
- 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.
- Built lead-capture, referral tracking and digital onboarding flows supporting approximately 300 registered realtors.
- Improved conversion pathways from property-interest pages into enquiries and realtor registrations.

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 Meta advertising activity recorded at 25,301 landing-page views (NGN 12.66 per view) in the Jan-Aug 2026 export.
- Managed WhatsApp and CRM customer journeys through WATI with lead stages, attribution, routing, payment status and follow-up workflows.

Digital Marketing Manager

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

- Developed PPC acquisition activity and optimised conversion-focused landing pages.
- Integrated lead-handling and CRM automation workflows to support sales follow-up.
- Applied conversion-focused messaging and landing-page improvements to increase useful leads.

Digital Marketing Manager

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

- Optimised audience targeting, paid messages, landing pages and conversion pathways.
- Applied A/B testing, page optimisation and user-behaviour insights to improve acquisition experiences.
- Translated audience and market findings into actionable marketing priorities.

Digital Marketing Specialist, Remote

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

- Managed online campaigns and designed performance-focused advertising creative.
- Used A/B testing and funnel optimisation to improve landing-page conversion.
- Supported campaign execution through webinars, content, tracking and marketing coordination.

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