WISDOM EBINDA EGBA

Local SEO & Google Business Profile Specialist

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PROFESSIONAL SUMMARY

Local SEO and digital acquisition professional experienced in developing location-relevant service pages, supporting multi-location data, improving search-focused content and connecting local enquiries to customer journeys. Combines local-search implementation with Google Business Profile, analytics and CRM workflows.

CORE SKILLS

Local SEO, Google Business Profile, Location Landing Pages, Location Data, Local Search Intent, Keyword Mapping, On-Page SEO, SEO Reporting, Google Search Console, GA4, Google Tag Manager, Lead Capture, CRM, WordPress

SELECTED CAREER ACHIEVEMENTS

- Developed location search assets supporting a network of 90+ micro-distribution locations.
- Published and optimised 86 Better Gas SEO pages and supported 90+ location records.
- Applied GA4, Tag Manager, Search Console and campaign reporting to marketing decisions.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager, Performance & Growth

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

- Maintained local-search and business-profile support for more than 90 Micro Distribution Center location records.
- Developed search-focused location, service and product pages, including 86 optimised and published SEO pages supporting organic discoverability.
- Used Google Analytics 4, Google Tag Manager, Search Console and campaign reporting to prioritise marketing and conversion improvements.

Digital Marketing & Technology Consultant

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

- Structured relevant property and location content to support search discovery and buyer enquiries.
- Improved website content structure, service pages, navigation, search discoverability and lead-capture journeys.
- Integrated lead-source, referral and registration visibility into the wider digital-growth workflow.

Digital Marketing Consultant, Performance Marketing

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

- Applied SEO, competitor analysis and content planning to align property pages with buyer intent.
- Used campaign analysis, funnel reviews and data-led optimisation to refine acquisition efficiency.
- Managed Zoho CRM lead stages, segmentation, follow-up and sales pipeline visibility.

Digital Marketing Manager

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

- Improved search-focused site content, keyword relevance and on-page optimisation for real-estate marketing.
- Used market research, competitor reviews and website performance information to refine acquisition strategy.

Digital Marketing Manager

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

- Improved website visibility through keywords, technical site changes and search-focused content.
- Reviewed traffic, search, funnel and lead performance to prioritise marketing improvements.
- Integrated lead-handling and CRM automation workflows to support sales follow-up.

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