WISDOM EBINDA EGBA

Marketing Analytics & GA4 Specialist

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PROFESSIONAL SUMMARY

Marketing analytics professional experienced using Google Analytics 4, Google Tag Manager, Search Console, advertising exports, CRM records and conversion reporting to inform acquisition strategy. Connects campaign interactions and website behaviour to lead quality and operational decisions.

CORE SKILLS

Google Analytics 4, Google Tag Manager, Google Search Console, Conversion Tracking, Campaign Reporting, Attribution, KPI Reporting, Funnel Analytics, A/B Testing, Meta Ads Reporting, CRM Analytics, CPL, CAC, Traffic Analysis

SELECTED CAREER ACHIEVEMENTS

- Applied GA4, Tag Manager, Search Console and campaign reporting to marketing decisions.
- Meta campaign export recorded 25,301 landing-page views at NGN 12.66 per view (Jan-Aug 2026).
- Supported e-commerce operations reporting NGN 123.5M YTD gross sales and 7,551 orders (27 Aug 2026).
- 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

- Used Google Analytics 4, Google Tag Manager, Search Console and campaign reporting to prioritise marketing and conversion improvements.
- Managed full-funnel acquisition and conversion work across paid media, website, e-commerce, social and customer retention.
- Applied landing-page optimisation, A/B testing and customer journey analysis to improve acquisition and transaction performance.

Digital Marketing Consultant, Performance Marketing

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

- Used campaign analysis, funnel reviews and data-led optimisation to refine acquisition efficiency.
- Designed performance-led buyer acquisition and lead-generation campaigns for real estate projects.
- Improved lead capture through landing pages, on-site messaging and conversion-focused customer journeys.

Digital Marketing Manager

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

- Reviewed traffic, search, funnel and lead performance to prioritise marketing improvements.
- Managed B2B and B2C digital acquisition across search, social, paid campaigns, content and email.
- Applied conversion-focused messaging and landing-page improvements to increase useful leads.

Digital Marketing Manager

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

- Used market research, competitor reviews and website performance information to refine acquisition strategy.
- Executed multi-channel campaigns combining organic search, social media, paid advertising and website acquisition.
- Applied A/B testing, page optimisation and user-behaviour insights to improve acquisition experiences.

Digital Marketing Specialist, Remote

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

- Implemented Google Analytics 4 for campaign tracking, reporting and decision-making.
- Used A/B testing and funnel optimisation to improve landing-page conversion.

Digital Marketing Strategist

Ultimus Holdings | Nigeria | Dec 2018 - Oct 2021

- Automated marketing dashboards and reporting to support campaign visibility.
- Designed and optimised integrated acquisition, remarketing and customer journey campaigns.

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