WISDOM EBINDA EGBA

Performance Marketing Specialist

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PROFESSIONAL SUMMARY

Performance marketing professional experienced in running paid and organic acquisition campaigns, measuring landing-page and messaging outcomes, and refining conversion journeys. Uses Meta Ads, Google Ads, analytics and CRM information to evaluate acquisition quality beyond clicks or impressions.

CORE SKILLS

Performance Marketing, Meta Ads Manager, Google Ads, TikTok Ads, Paid Search, Paid Social, Conversion Tracking, GA4, GTM, CPL, CAC, ROAS, A/B Testing, Landing Page Optimisation, Audience Targeting, CRM

SELECTED CAREER ACHIEVEMENTS

- 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).
- Connected paid acquisition, conversion-focused pages and lead-management workflows across multiple organisations.
- 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

- Managed Meta advertising activity recorded at 25,301 landing-page views (NGN 12.66 per view) in the Jan-Aug 2026 export.
- Managed full-funnel acquisition and conversion work across paid media, website, e-commerce, social and customer retention.
- Used Google Analytics 4, Google Tag Manager, Search Console and campaign reporting to prioritise marketing and conversion improvements.

Digital Marketing Consultant, Performance Marketing

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

- Managed Meta advertising campaigns, prospecting, audience targeting and remarketing for property buyer enquiries.
- Designed performance-led buyer acquisition and lead-generation campaigns for real estate projects.
- Used campaign analysis, funnel reviews and data-led optimisation to refine acquisition efficiency.

Digital Marketing Manager

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

- Optimised audience targeting, paid messages, landing pages and conversion pathways.
- 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 Manager

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

- Developed PPC acquisition activity and optimised conversion-focused landing pages.
- Managed B2B and B2C digital acquisition across search, social, paid campaigns, content and email.
- Reviewed traffic, search, funnel and lead performance to prioritise marketing improvements.

Digital Marketing Specialist, Remote

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

- Managed online campaigns and designed performance-focused advertising creative.
- 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

- Managed and scaled paid social acquisition with attention to return on investment and conversion.
- 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