# WISDOM EBINDA EGBA

## SEO Specialist

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### PROFESSIONAL SUMMARY

SEO specialist and digital growth professional experienced in technical, on-page and local SEO, search-focused content, website optimisation and performance measurement. Combines hands-on WordPress/WooCommerce experience with Google Search Console, GA4 and conversion analysis to improve meaningful organic acquisition.

### CORE SKILLS

Technical SEO, On-Page SEO, Off-Page SEO, Local SEO, Keyword Research, Search Intent, Content Strategy, Internal Linking, SEO Reporting, Google Search Console, Google Analytics 4, Google Tag Manager, WordPress, WooCommerce, CRO

### SELECTED CAREER ACHIEVEMENTS

- Published and optimised 86 Better Gas SEO pages and supported 90+ location records.
- Developed location search assets supporting a network of 90+ micro-distribution locations.
- Applied GA4, Tag Manager, Search Console and campaign reporting to marketing decisions.
- Supported e-commerce operations reporting NGN 123.5M YTD gross sales and 7,551 orders (27 Aug 2026).

### PROFESSIONAL EXPERIENCE

#### Digital Marketing Manager, Performance & Growth

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

- Developed search-focused location, service and product pages, including 86 optimised and published SEO pages supporting organic discoverability.
- Maintained local-search and business-profile support for more than 90 Micro Distribution Center location records.
- 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

- Improved website content structure, service pages, navigation, search discoverability and lead-capture journeys.
- Structured relevant property and location content to support search discovery and buyer enquiries.
- 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.
- Designed and developed a WordPress real-estate website with conversion-focused landing pages and enquiry flows.

#### 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.
- Applied A/B testing, page optimisation and user-behaviour insights to improve acquisition experiences.

### 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.
- Maintained and improved the WordPress website's experience, structure and conversion pathways.

### Digital Marketing Specialist, Remote

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

- Executed SEO and PPC activities supporting search discoverability and customer acquisition.
- Implemented Google Analytics 4 for campaign tracking, reporting and decision-making.
- Developed and improved landing pages, WordPress experiences and online store content.

## 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