WISDOM EBINDA EGBA

Social Media Marketing Manager

Lagos, Nigeria | +234 806 093 5229 | info@wisdomegba.com

https://wisdomegba.com | https://www.linkedin.com/in/wisdomeegba

PROFESSIONAL SUMMARY

Social media and digital marketing professional experienced in managing paid and organic campaign activity, coordinating creative content, connecting messaging campaigns to CRM follow-up and assessing engagement against qualified customer actions.

CORE SKILLS

Social Media Strategy, Social Media Management, Facebook, Instagram, TikTok, Meta Ads Manager, Content Planning, Community Engagement, Paid Social, WhatsApp Marketing, Campaign Analytics, Creative Testing, Conversion Funnels

SELECTED CAREER ACHIEVEMENTS

- Worked across Meta campaigns, WhatsApp acquisition, social content and customer response journeys.
- Meta campaign export recorded 25,301 landing-page views at NGN 12.66 per view (Jan-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

- Managed campaigns and customer acquisition across social, WhatsApp and website channels; measured campaign actions beyond engagement.
- 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 Consultant, Performance Marketing

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

- Developed creative and social campaigns targeting potential property buyers, supported by CRM follow-up.
- 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 Manager

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

- Optimised audience targeting, paid messages, landing pages and conversion pathways.
- 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.
- Integrated lead-handling and CRM automation workflows to support sales follow-up.
- 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 social media campaigns supporting engagement, reach and website traffic.
- Managed online campaigns and designed performance-focused advertising creative.
- Implemented Google Analytics 4 for campaign tracking, reporting and decision-making.

Digital Marketing Strategist

Ultimus Holdings | Nigeria | Dec 2018 - Oct 2021

- Supported social media programmes and influencer partnerships to increase market visibility.
- 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