WISDOM EBINDA EGBA

Web Application & WordPress Developer

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

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

PROFESSIONAL SUMMARY

Web-development and digital systems professional with experience delivering WordPress websites and custom business-facing web application workflows. Worked on realtor registration, referral links, investor sign-in experiences and lead-management journeys, alongside broader website optimisation and CMS delivery.

CORE SKILLS

Web Application Development, WordPress, HTML, CSS, JavaScript, PHP, Web Portals, Authentication Journeys, Referral Workflows, Web Forms, CMS, WooCommerce, Responsive UX, Website Integrations

SELECTED CAREER ACHIEVEMENTS

- Delivered a corporate website and two related web applications for REBS Global Realty.
- Built or improved WordPress websites, WooCommerce pages and conversion-focused landing pages.
- Supported WATI and Zoho CRM lead stages, ownership, attribution and follow-up processes.

PROFESSIONAL EXPERIENCE

Digital Marketing & Technology Consultant

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

- Designed and developed the corporate WordPress website and two supporting web applications: realtor referral registration and an investor sign-in portal.
- Built digital registration, referral-link, automated code and ID-card generation workflows.
- Translated marketing and business objectives into website, UX, content and implementation requirements.

Digital Marketing Manager, Performance & Growth

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

- Optimised WooCommerce pages, landing-page content and mobile conversion pathways for a cylinder-swap exchange model.
- Connected marketing acquisition and WATI/CRM workflows to support lead management, follow-up and operational reporting.
- Coordinated marketing, technology and operational stakeholders around acquisition, repeat purchase and digital customer journeys.

Digital Marketing Consultant, Performance Marketing

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

- Designed and developed a WordPress real-estate website with conversion-focused landing pages and enquiry flows.
- Connected targeted acquisition, lead capture, CRM follow-up and nurture workflows.
- Trained marketing team members in digital acquisition, performance marketing, CRM and lead-management processes.

Digital Marketing Manager

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

- Maintained and improved the WordPress website's experience, structure and conversion pathways.
- Coordinated campaigns for both institutional and consumer customer groups.
- Applied conversion-focused messaging and landing-page improvements to increase useful leads.

Digital Marketing Specialist, Remote

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

- Developed and improved landing pages, WordPress experiences and online store content.
- Supported campaign execution through webinars, content, tracking and marketing coordination.
- Used A/B testing and funnel optimisation to improve landing-page conversion.

Digital Marketing Strategist

Ultimus Holdings | Nigeria | Dec 2018 - Oct 2021

- Developed and optimised landing pages for a clearer search-to-lead experience.
- Collaborated across marketing and delivery stakeholders on growth priorities.

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