WISDOM EBINDA EGBA

Web Designer & Conversion Optimisation Specialist

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

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

PROFESSIONAL SUMMARY

Web design and conversion optimisation professional experienced in improving WordPress, WooCommerce and service websites around clearer navigation, content, forms and customer actions. Connects website structure with search, analytics and acquisition campaigns.

CORE SKILLS

Web Design, UX Optimisation, Responsive Websites, Landing Page Design, Conversion Rate Optimisation, A/B Testing, WordPress, WooCommerce, HTML, CSS, Content Structure, Google Analytics 4, Customer Journeys

SELECTED CAREER ACHIEVEMENTS

- Built or improved WordPress websites, WooCommerce pages and conversion-focused landing pages.
- Connected paid acquisition, conversion-focused pages and lead-management workflows across multiple organisations.
- Delivered a corporate website and two related web applications for REBS Global Realty.
- Applied GA4, Tag Manager, Search Console and campaign reporting to marketing decisions.

PROFESSIONAL EXPERIENCE

Digital Marketing & Technology Consultant

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

- Improved conversion pathways from property-interest pages into enquiries and realtor registrations.
- Designed and developed the corporate WordPress website and two supporting web applications: realtor referral registration and an investor sign-in portal.
- Improved website content structure, service pages, navigation, search discoverability and lead-capture journeys.

Digital Marketing Manager, Performance & Growth

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

- Applied landing-page optimisation, A/B testing and customer journey analysis to improve acquisition and transaction performance.
- Optimised WooCommerce pages, landing-page content and mobile conversion pathways for a cylinder-swap exchange model.
- Developed search-focused location, service and product pages, including 86 optimised and published SEO pages supporting organic discoverability.

Digital Marketing Consultant, Performance Marketing

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

- Improved lead capture through landing pages, on-site messaging and conversion-focused customer journeys.
- Designed and developed a WordPress real-estate website with conversion-focused landing pages and enquiry flows.
- Applied SEO, competitor analysis and content planning to align property pages with buyer intent.

Digital Marketing Manager

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

- Applied conversion-focused messaging and landing-page improvements to increase useful leads.

- Maintained and improved the WordPress website's experience, structure and conversion pathways.
- Improved website visibility through keywords, technical site changes and search-focused content.

Digital Marketing Specialist, Remote

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

- Used A/B testing and funnel optimisation to improve landing-page conversion.
- Developed and improved landing pages, WordPress experiences and online store content.
- Executed SEO and PPC activities supporting search discoverability and customer acquisition.

Digital Marketing Strategist

Ultimus Holdings | Nigeria | Dec 2018 - Oct 2021

- Developed and optimised landing pages for a clearer search-to-lead experience.
- Improved organic traffic through keyword strategy, search-focused content and optimisation.
- 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