WISDOM EBINDA EGBA

WooCommerce & E-commerce Website Specialist

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PROFESSIONAL SUMMARY

E-commerce and WordPress professional with experience supporting WooCommerce operations, customer journeys, digital product pages, SEO and acquisition analytics. Combines business understanding with WordPress development, product discovery and conversion optimisation.

CORE SKILLS

WooCommerce, WordPress, E-commerce Operations, Product Pages, Checkout Conversion, Landing Pages, HTML, CSS, JavaScript, PHP, Customer Journey Mapping, GA4, SEO, CRM Integration

SELECTED CAREER ACHIEVEMENTS

- Supported e-commerce operations reporting NGN 123.5M YTD gross sales and 7,551 orders (27 Aug 2026).
- 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.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager, Performance & Growth

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

- Supported Better Gas e-commerce operations reporting approximately NGN 123.5M YTD gross sales and 7,551 orders by 27 Aug 2026.
- Optimised WooCommerce pages, landing-page content and mobile conversion pathways for a cylinder-swap exchange model.
- Applied landing-page optimisation, A/B testing and customer journey analysis to improve acquisition and transaction performance.

Digital Marketing & Technology Consultant

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

- Connected real-estate property discovery with referral and user/investor registration experiences.
- Designed and developed the corporate WordPress website and two supporting web applications: realtor referral registration and an investor sign-in portal.
- Improved conversion pathways from property-interest pages into enquiries and realtor registrations.

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.
- Improved lead capture through landing pages, on-site messaging and conversion-focused customer journeys.
- Used campaign analysis, funnel reviews and data-led optimisation to refine acquisition efficiency.

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.
- Applied conversion-focused messaging and landing-page improvements to increase useful leads.
- Reviewed traffic, search, funnel and lead performance to prioritise marketing improvements.

Digital Marketing Specialist, Remote

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

- Developed and improved landing pages, WordPress experiences and online store content.
- Used A/B testing and funnel optimisation to improve landing-page conversion.
- Implemented Google Analytics 4 for campaign tracking, reporting and decision-making.

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