

Ebuka Chidube

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Portfolio: <https://ebuka-chidube-portfolio.netlify.app/>

GROWTH & PERFORMANCE MARKETING SPECIALIST

SUMMARY

Analytical and metrics driven Growth and Performance Marketing Specialist with 4+ years of B2B and B2C experience in executing growth marketing strategies across multiple channels in the Fintech, Media, Edtech, Digital Agency and Fashion sectors. Expert at scaling marketing efforts through data-driven and cost-efficient ideas. Generated 200,000 new users at Piggyvest and managed 120 million NGN ad budget for a campaign. Leverages solid understanding of social media marketing and growth hacking in driving new customers, revenue, and loyalty.

CORE COMPETENCIES

- Growth and performance marketing
- Campaign management
- Lead generation
- Digital marketing
- Paid advertising
- Social media marketing
- Growth experiments
- Data analysis
- Email marketing
- Budget planning
- Reporting and attribution
- Marketing automation
- Marketing research
- Graphics design and video editing
- Community management

SOFT SKILLS

- Cross-functional team collaboration
- Excellent verbal and written communication skill
- Strong presentation skills
- Project management

KEY TOOLS

- Email Automation: Customer.io, Hubspot, Mailchimp
- Analytics: Amplitude, Microsoft Clarity, Firebase, Appsflyer, Hotjar, Looker Studio, Google Analytics, Mixpanel
- Paid Marketing: Google Ads Manager, Meta Ads Manager
- Collaboration: Slack, Google workspace, Notion
- Research: Perplexity and ChatGPT
- Design & editing: Canva, Capcut

PROFESSIONAL EXPERIENCE

Digital & Growth Marketing Specialist

Jan. 2023 to Present

Piggyvest, Lagos, Nigeria.

- Develops and manages acquisition campaigns, retention campaigns and churn management campaigns to drive growth for both Piggyvest and its mobile money wallet, PocketApp.
- Generated 200,000+ new users from bid ads via Meta and Google campaigns.
- Collaborates with cross-functional teams in tailoring strategies to local cultural nuances.

- Measures campaign performance and optimizes spending based on data insights.
- Supports development of content required for campaign deliverables.

Growth Marketing Manager

Sept. 2023 to Nov. 2023

Deciphr AI, Australia.

- Grew user acquisition by 70% and user retention by 20% across paid and organic channels for the AI platform.
- Developed and executed multi-channel marketing campaigns to drive product adoption including experiments and A/B tests.
- Measured and analyzed the effectiveness of marketing campaigns and made data-driven decisions.
- Collaborated with teams including product, sales and customer success to optimize performance.

Paid Ads Manager

Aug. 2023 to Nov. 2023

AltSchool Africa, Lagos, Nigeria.

- Spearheaded the execution of paid marketing strategies for a new course product across Facebook, Instagram, LinkedIn, YouTube, and Google Ads.
- Surpassed campaign target by 87% resulting in acquisition of 15,000 enrollees compared with 2,000 enrollment goal.
- Managed budgets effectively and achieved KPI targets through continuous optimization of campaigns.

Digital Marketing Manager

Apr. 2023 to Sept. 2023

i-Fitness Centre Ltd, Lagos, Nigeria.

- Created and implemented GTM plan for launching two new locations across Nigeria.
- Increased sales of new product category by 150% in three months and increased membership acquisition.
- Implemented marketing strategies for the newly launched i-Fitness Academy leading to onboarding of 500 health and wellness coaches across Nigeria.
- Utilized data from tools such as Google Analytics to extract valuable insights.

Digital Marketing Lead

May. 2022 to Jan. 2023

Lenco, Lagos, Nigeria.

- Developed and implemented B2B growth marketing strategies focused on increasing Lenco's user base by over 500%
- Created, managed & optimized various paid media acquisition campaigns using Google, Meta, Twitter and LinkedIn with the aim of acquiring relevant users at Lenco's customer base.
- Optimized marketing campaigns to cut down on customer acquisition costs by 50%.
- Carried out data-led competitor research, improved content distribution across multi-channels and drove brand retention by 60%.

Social Media Manager

Jun. 2021 to Apr. 2022

Saga Adeolu (Big Brother Nigeria Reality TV Star)

- Managed the social media presence of BBNaija reality TV star, Saga, for three months during and after the show.
- Created and deployed engaging content resulting in increased community engagement from 20% to 80% across all social platforms.

- Increased Instagram followers by 713% from 600 to 431,000 within 3 months.
- Verified the contestant's Facebook account within 2 weeks.

Digital Marketing Executive

Dec. 2020 to Mar. 2022

Sako Nigeria, Lagos.

- Managed a community of over 5,000 fashion enthusiasts including responding to enquiries on international orders.
- Grew social media accounts by 1500 followers within 3 months.
- Increased Sako's conversion rate by 40% month on month through a combination of various paid marketing strategies.

Digital Marketing Executive

Nov. 2019 to Dec. 2019

Regnant Nigeria, Lagos.

- Managed marketing content for over 8 brands including 5-star hotel, Eko Hotel; security service agency, Sovereign Guards and skincare brand, The Wellness Enthusiast
- Designed various email campaigns, and landing pages using Mail Chimp.
- Developed and implemented Saint Patrick's Day Campaign for Eko Hotels leading to a 70% growth in customer base.
- Increased email open rates by 100% and grew The Eko Hotel's restaurant contact database by 200% during the pandemic.
- Increased lead generation by 80% using social media advertisement.

EDUCATION

- B.Ed., Guidance and Counselling **2019**
University of Lagos, Nigeria.

OTHER INTERESTS

- Technology, movies, networking and research

LANGUAGES

- English - Bilingual/Native

REFERENCES

- References are available on request.