

Mayowa Adigun

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Professional Summary

Dynamic and results-driven Internet Business Manager with over 3 years of experience in managing online business operations, digital marketing, and e-commerce platforms. Proven track record of driving growth, enhancing user engagement, and optimizing business processes. Adept at leveraging data analytics to inform strategic decisions and deliver high-impact results.

Core Competencies

Digital Marketing Strategy

E-commerce Management

Website Development & Management

SEO & SEM

Content Management Systems (CMS)

Data Analytics & Reporting

Customer Relationship Management (CRM)

Project Management

Team Leadership & Development

Budget Management

Professional Experience

Contract internet Business Manager

Smartmoneynonsense, Lagos.

January 2023– Present

Oversee the operations of financial education website, driving a 40% increase in number of users over 6 Months.

Develop and implement comprehensive digital marketing strategies, leading to a 50% growth in organic traffic and a 30% rise in conversion rates.

Manage a team of 15, including web developers, content creators, and digital marketers, ensuring timely project delivery and high-quality outcomes.

Conduct in-depth analysis of website performance using Google Analytics, translating data into actionable business strategies.

Optimize the user experience (UX) and interface (UI) of the company's websites, resulting in a 25% improvement in user engagement metrics.

Coordinate cross-functional teams to launch new products and promotions, achieving a 20% increase in average order value.

Contract Internet Business Manager

Ayera Pay, Surulere, Nigeria.

March 2023 – November 2023

Spearheaded the redesign of the company's main website, enhancing its functionality and aesthetics, which boosted the average session duration by 35%.

Led SEO initiatives that improved search engine rankings, driving a 45% increase in organic search traffic.

Implemented and managed email marketing campaigns, resulting in a 25% increase in customer retention rates.

Analyzed market trends and customer feedback to guide product development and marketing strategies.

Streamlined e-commerce operations, reducing order processing time by 20% and improving customer satisfaction.

Digital Marketing Specialist

Baccalaureate Travels, Ikeja, Lagos

June 2022 – March 2023

Developed and executed digital marketing campaigns for a diverse portfolio of clients, delivering an average ROI of 200%.

Conducted keyword research and implemented SEO best practices, enhancing clients' online visibility.

Created compelling content for websites, blogs, and social media platforms, driving user engagement and brand loyalty.

Utilized various analytics tools to measure campaign effectiveness and optimize marketing efforts.

Collaborated with clients to understand their business objectives and tailor marketing strategies to meet their goals.

Education

Bachelor of Science in Business Administration

University of Lagos, Lagos, Nigeria.

Graduated: 2026

Certifications

Google Analytics Certified

HubSpot Inbound Marketing Certification

Certified E-commerce Marketing Specialist (CEMS)

Technical Skills

CMS: WordPress, Shopify, Magento

Analytics: Google Analytics, Adobe Analytics

SEO Tools: Moz, Ahrefs, SEMrush

Marketing Automation: HubSpot, MailChimp, Marketo

Project Management: Trello, Asana, JIRA

Programming Languages: HTML, CSS, JavaScript

Professional Affiliations

Member, Digital Marketing Association

Member, E-commerce Professionals Network

References

Available upon request.