

# CHUKWUEZUGO ARONU

## DIGITAL MARKETING SPECIALIST

Phone: +86-13012146440    Email: [aronu@digitalwebcoach.com](mailto:aronu@digitalwebcoach.com)    Address: Zhenjiang, China

LinkedIn: <https://www.linkedin.com/in/aronu-chukwuezug/>    Portfolio: [digitalwebcoach.com](http://digitalwebcoach.com)

### PROFESSIONAL HIGHLIGHT

I am a resourceful Digital Marketing Professional with 6 years of experience in growing businesses online using digital strategies. I develop cost-effective web-based solutions that position businesses for success.

### CAREER GOALS

I am looking for a challenging new opportunity to further develop my skills as a **Digital Marketing Specialist**

### TRANSFERABLE SKILLS

- Client relationship building & management
- Outstanding organization skills
- Budget management
- Project management, & leadership
- Project Planning & scheduling
- Multitasking and meeting deadlines
- Complex problem solving & troubleshooting
- Excellent communications & writing skills
- Cross functional team collaboration
- Evaluating Options and Implementing Solutions

### TECHNICAL SKILLS

- Website Design & Development (Shopify, WordPress, Wix)
- Content Marketing
- Search Engine Optimization (SEMRush, Ubersuggest, Google Search Console)
- Social Media Marketing (Canva, Hootsuite)
- Email Marketing (Sendinblue, Mailchimp)
- Social Video Editing (Clipchamp, inVideo)
- Paid Advertising (Facebooks Meta, Google Ads)
- Marketing Analytics & Report (Google Analytics)
- Customer Relationship Management (Monday, Hubspot)
- Project Management
- Marketing Automation (HubSpot)
- HTML & CSS Programming
- Google Tag Manager
- Lead Generation

### CAREER SNAPSHOT

- **Growth Driven Web & Marketing Agency** – Digital Web Coach, 2017 – Present
- **Digital Marketing Executive** – Diversitech Global, China, 2021 – 2023
- **Online Marketing & Advertisement Officer** – Loveridge Properties & Consult, Nigeria, 2017 – 2019
- **Teacher (Parttime)** – Aristocrats Jewels Academy, Nigeria, 2017 – 2017
- **Teacher (National Youth Service)** – Elect & Elect Dept., Plateau State Polytechnic, Nigeria, 2017 – 2017
- **Internship** – Electrical Offsite, Maintenance Dept., Port Harcourt Refining Company, Nigeria, 2015 – 2015

### QUALIFICATIONS AND TRAINING

#### *Educational Certifications*

**Master's Degree in Electrical & Electronics Engineering, 2019-2021, (Equivalent to**

#### *Professional Certifications*

**Email Marketing Certified, August 2022 (Hubspot Academy)**

**New Zealand NZQA Level 9)**  
*Shijiazhuang Tiedao University, China*

**Bachelor of Engineering (Electrical and Electronics), 2011-2016,**  
*Covenant University, Nigeria,*

**Digital Advertising Certified, August 2022**  
*(Hubspot Academy)*

**SEO Certified, July 2022**  
*(Hubspot Academy)*

**Diploma in Leadership Development, Sept. 2015 – April 2016)**

*(African Leadership Development Center)*

**Website Design Certified, July 2014 – August 2014**  
*(Iyare Web Solutions)*

## WORK EXPERIENCE

### DIGITAL WEB COACH (Self-Employed)

#### GROWTH DRIVEN WEB & MARKETING AGENCY

2017 - PRESENT

- I conceptualize original website design ideas to bring simplicity and user-friendliness to complex roadblocks
- I work directly with the client to establish project scope, interaction guidelines, and project timelines.
- I creates wireframes, user flows, process flows, and sitemaps to communicate interaction and design ideas.
- I perform routine SEO updates and provide website and email content strategies for clients' to grow their presence online.
- I manage, maintain, and update existing websites for clients and provide technical support should the unexpected occur.
- **Achievements:**
  - [DIY Wooden Plans](#): The Google traffic to their website doubled within 6 months of working with me
  - [Greenlife NG](#): In less than 12 months, their website was built and they were able to start generating leads and sales online.

### DIVERSITECH GLOBAL (China)

#### DIGITAL MARKETING EXECUTIVE

2021 - 2023

- I was in charge of e-commerce search engine optimization and content publishing
- I carried out A/B split testing on various digital ecommerce campaigns to improve conversion rates
- I created and implemented paid advertising and remarketing campaigns to attract ideal clients
- I managed social media content creation and scheduling
- I managed the implementation & optimization of email sales funnels to attract ideal B2B and B2C leads
- I carried out project management and customer relationship management using online tools like Monday & HubSpot
- I provided strategy and price recommendations for physical products based on marketing campaign objectives
- I optimized paid advertisement campaigns to improve cost per click and ROI
- I carried out monthly analysis and reporting on the effectiveness of digital marketing campaigns
- I was in charge of managing the digital marketing campaigns calendar for their in-house brands
- **Achievements:**
  - I was assigned to maintain, audit and improve the conversion rate of their websites

I was also in charge of implementing the overall digital marketing strategy for their ecommerce brands and reporting monthly on the sales generated.

## LOVERIDGE PROPERTIES & CONSULT (Nigeria)

### ONLINE MARKETING & ADVERTISEMENT

2017 - 2019

- I managed their social media and content planning strategy to attract engagements and loyal subscribers
- I coordinated with the creative team on the development of text and image based ads
- I optimized online advertisement campaigns to improve cost per click, conversion and increase ROI
- I provided strategy and budget recommendations for digital channels based on campaign objectives
- I created and implemented paid search display and remarketing campaigns to attract ideal customers
- I organized online marketing workshops & conferences with other marketing staff
- I worked with the marketing team to plan and deploy digital media projects
- Creating, executing and managing multi-channel digital campaigns across a variety of clients and products
- Quarterly consumer and competitor insight analysis to find gaps in current marketing campaigns
- **Achievements:**
  - I yielded a positive ROI for the organization and surpassed my quarterly marketing goals with an average of 15%.

### PREVIOUS WORK EXPERIENCE SNAPSHOT

Company	Role	Duration
Aristocrats Jewels Academy	Teacher (Part Time)	2017-2017
Plateau State Polytechnic	Teacher (National Youth Service)	2017-2017
Port Harcourt Refining Company	Internship	2015-2015

### PERSONAL

- Languages - Proficient in professional English, Fundamental understanding of Mandarin Chinese