

ESTHER DECKER

DIGITAL MARKETING SPECIALIST

Abuja, Nigeria | +234 909 661 2651 | decker.estherr@gmail.com

PROFESSIONAL SUMMARY

Marketing Specialist with 3 years of experience creating and managing digital content, growing social media platforms, and executing marketing campaigns across Meta, Google, TikTok and Snapchat. Skilled in content creation, storytelling, copywriting, social media management, paid advertising and digital campaign strategy.

Experienced in taking marketing activities from planning to execution, creating content, designing creatives, managing social media platforms, running campaigns and using analytics to measure performance. Strong background in Information Technology, with a practical and creative approach to digital marketing.

CORE SKILLS

Paid Advertising

Meta Ads, Google Ads, TikTok Ads, Snapchat Ads, Campaign Planning, Lead generation.

Content & Email Marketing

Content Calendars, Copywriting, Social Media, Email Marketing

Analytics & CRM

Google Analytics 4, Zoho CRM, HubSpot, Meta Business Suite, Semrush, Bulk SMS Marketing.

Design & Community

Canva, Photoshop, Social Media Management, Audience Engagement, Figma.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist, Head of Department, De Velli Group, Abuja, Nigeria (2026 to Present)

- Lead digital marketing and content strategy for the company, planning and running both paid and organic campaigns.
- Managed over 50 Meta Ads campaigns, including a two week push that brought in 118 message conversations.
- Grew the company Instagram from 600 to 1000 followers in five months through organic content.
- Ran email campaigns and grew website active users to 541 within three months through content and campaign work.

Digital & Email Marketing Specialist, *Walex Biz Group, Abuja, Nigeria (2025)*

- Ran paid campaigns across Meta, Google Ads, TikTok and Snapchat, writing ad copy and generating leads.
- Grew Walex Biz Tech Academy's Instagram from 20 to 175 followers, with over 58,000 views in 30 days.
- Managed email and bulk SMS campaigns to support promotions, customer communication and audience engagement.

Social Media Manager, *Body Affairs Diagnostics, Abuja, Nigeria, Remote (2022 to 2023)*

- Grew the company's Instagram account from scratch and managed all social media content.
- Ran Instagram and Facebook ad campaigns for sales promotions and designed marketing flyers.

EDUCATION

Bachelor of Science in Information Technology *(2023 to 2025)*

Institut Africain d'Administration et d'Études Commerciales (IAEC), Lomé, Togo

Associate Degree, Computer Networking (Network & System Security) *(2021 to 2023)*

AfriHub, Global Distance Learning Institute (GDLI).

CERTIFICATIONS

- SEO & Digital Marketing Certification, Udemy (2026)
- Certificate in Photojournalism & Photography, NTA TV College, Jos (2025)
- Canva Design School Certification.

LANGUAGES

English (Fluent), French (Basic)