

EMMANUEL NWEKE

DIGITAL MARKETING SPECIALIST

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SKILLS:

- Digital Marketing
- Social Media Marketing
- Meta Ads
- TikTok Ads
- Google Business Profile
- Google Ads
- GA4
- Campaign Management
- Audience Targeting
- Creative Testing
- Campaign Optimisation

SUMMARY:

I am a qualified and professional digital marketing specialist with hands-on experience across social media, paid media, lead generation, content strategy and customer acquisition. Managed Meta and TikTok campaigns generating 1,900+ leads, grew social audiences and managed content generating 1.98M+ TikTok views over 12 months. Also experienced in Google Business Profile management and local SEO.

EXPERIENCE:

SOCIAL MEDIA & PAID ADS MANAGER 2025 - PRESENT HITOUCH GLOBAL LTD

- Managed Meta & TikTok lead-generation campaigns, generating 1,900+ leads
- Grew TikTok 22K→32K+ and Instagram 2.4K→3.4K+ through strategic content
- Generated 1.98M+ views and 1.56M+ reach; managed Google Business Profile and performance optimization

GROWTH MARKETING SPECIALIST 2024 - 2025 MOMODU STUDIOS

- Ran promotional campaigns generating 40+ bookings in 90 days
- Grew Instagram 19K→21K+ through promotional content and audience targeting
- Managed creative execution, campaign optimization and performance tracking

EDUCATION:

NASARAWA STATE UNIVERSITY 2018 - 2022

Bsc in Mass Communication

UDEMY ACADEMY 2020 - 2023

Digital Marketing and Media Management Certification

REFERENCES:

JETHRO CHUKWUKA
Zambia Embassy / CSO

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JOANNE BONIFACE
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LANGUAGE:

- English