



MICHAEL OBINNA

MARKETING MANAGER

CONTACT

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EDUCATION

- 2016 - 2020
NOVENA UNIVERSITY
 - Bsc Computer Science
- 2017
GOOGLE DIGITAL SKILLS FOR AFRICA
 - Digital Marketing Certification
- 2021
LINKEDIN LEARNING
 - Digital Marketing Certification

SKILLS

- Strategic Thinking
- Project Management
- Digital Marketing Expertise
- Leadership
- Communication Skills
- Creativity
- Analytical Skills

PROFILE

A highly skilled Marketing Manager with over 7 years of experience in the real estate industry, specializing in crafting and executing impactful marketing strategies. Expertise in brand development, lead generation, market research, and client engagement. Proven ability to drive property sales through innovative campaigns, digital marketing, and targeted communication efforts. Strong analytical skills to assess market trends and customer needs, ensuring that marketing initiatives are both effective and aligned with business goals. Known for delivering results under pressure while maintaining a focus on team collaboration and creative problem-solving.

WORK EXPERIENCE

Denam Properties 2024 - PRESENT

Head of Marketing and Digital Communications

- Creating and executing comprehensive marketing strategies to meet business goals
- Overseeing the development and management of the brand's identity, positioning, and messaging.
- Develop and implement digital marketing strategies to increase brand visibility, traffic, and lead generation through various online channels (website, social media, email, paid ads)

Spitze Construction 2020 - 2024

Marketing Manager

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.
- Monitor brand consistency across marketing channels and materials.

Listo Construction 2017- 2020

Digital Marketing Lead (REMOTE)

- Maintain and optimize the company website, ensuring property listings are up-to-date, user-friendly, and optimized for lead conversions.
- Develop and implement digital marketing strategies to increase brand visibility, traffic, and lead generation through various online channels (website, social media, email, paid ads)