

Ridwan Ibraheem

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SUMMARY

A result-driven digital marketing specialist with over a decade experience in curating personalized content for target audiences from selling smart watches to selling properties & nightclub show tickets. Proven track record of optimizing SEO everywhere and SEM techniques to maximize visibility and drive engagement.

EXPERIENCE

Alumni Mentor / Faculty Assistant Rome Business School, Nigeria

December 2025 – Present

- Teaching Assistance for faculty member, teaching Digital Marketing to masters in international digital marketing student's classes virtually.
- Lecturing session on workshop topics in the Marketing and Business relevance of today's emerging topics to adapt.
- Teaching Business Fundamentals and Critical Brand Crisis Management.
- Teaching Business Performance Appraisal in 21st century.

Group Marketing Director Grand Bezer Nigeria Ltd

March 2025 – April 2026

- Supervised a daily team member of 8 marketing and sales team across multiple facilities in Nigeria, with 7 in Abuja, that included the marketing team & ensured positive customer experience & brand image.
- Drove online revenue growth and improve profitability.
- Generated 8-9 figures of revenue monthly for each of our hotels, and apartment facilities.
- Increased guest reviews positively by 30% - 48% with detailed feedback of my esteemed guest's real-time experience that we get from all online channels that include 5-star to 8-star remark on booking.com.
- Increased guest satisfaction scores by 18% in surveys & controlled an expenses budget of \$28,000 per month.
- Oversaw cash flow processes and aligned revenue-generating activities across front office, food and beverage, and housekeeping by streamlining financial procedures using ERP platforms.
- Revitalized regional brand positioning by designing comprehensive multi-channel marketing strategies, integrating data-driven campaign management, and amplifying engagement across target target demographics for sustained business growth.

Marketing Manager Illusion Entertainment Norwich UK

February 2024 - March 2026

- Sold over £13,000 sold out events in multiple lounge, and VIP nightclubs.
- Managing 7 Nightclubs Social Media accounts in London.
- Engaged 20 prospective warm and cold lead via Instagram DMs daily.
- Closed 5 - 8 qualified lead prospects into paid offerings monthly
- Improving daily online engagements, following and driving sales...
- Launched and managed an integrated event platform over 12 months to streamline ticket sales and promotions for 7 nightclub brands, resulting in a 35% increase in monthly event registrations via Hootsuite and Eventbrite integration.

Head of Digital Marketing & OTA Channel Manager Lisa Suites Apartment

April 2023 - May 2024

- Generated 8 figures revenue monthly, built socials from 0 to 55,000+ Followers for our luxury hotel, using engaging and relatable creative contents, ad campaigns, promotions on all social medias with constant monthly analytics measure for improvements.

- Partnered influencers (Ola-of-Lagos Lagos & Warri-Pickin) to create an immersive brand experience, listed and managed apartment on OTAs including Airbnb.
- Spearheaded a 12-month digital transformation initiative leveraging Digital Economy frameworks, integrating API-based booking solutions and CRM tools to increase online travel agencies (OTA) booking conversion rate by 29% while optimizing revenue streams across all online platforms.
- Utilized meta & google ads to optimize ad campaigns, increase online visibility, and drive targeted traffic.
- Led campaign optimization efforts to improve ad performance and ROI across multiple digital channels.

Product Marketing Specialist
Walex Biz Group

February 2021 - June 2022

- Spearheaded development and launch of digital solutions for three SaaS hotel management products over 12 months, employing Google Analytics and Tableau to boost campaign ROI by 23% and sustain bi-weekly reporting on KPIs for sales, engagement, and conversions.
- Facilitated collaboration among influencer marketing, product, and analytics teams throughout three SaaS hotel management product launches over a 12-month period, utilizing Google Analytics, Tableau, and integrated campaign platforms to accelerate cross-channel initiatives by 21% and enhance monthly KPI tracking efficiency.
- Directed implementation of Data Protection protocols for three SaaS hotel management product launches over a 12-month period, enforcing GDPR compliance across Google Analytics and Tableau workflows and ensuring 100% adherence verified through bi-monthly audits.
- Implemented social media tools including Hootsuite and Sprout Social during three SaaS hotel management product launches over 12 months, integrating weekly content analytics with Google Analytics and Tableau to improve campaign reach by 25% and strengthen KPI monitoring on engagement and conversions.

EDUCATION

M.Sc. Digital Marketing & Business Transformation VIU Valencia • Spain • 2025	B.Sc. Home Economics UNILORIN, Kwara State • Nigeria • 2019
P.Gd. Project Management IMTF Lisboa • Portugal • 2023	

PROFESSIONAL CERTIFICATION

M.Sc. Digital Marketing & Business Transformation Rome Business School • Nigeria • 2025	Business Leadership Development Rome Business School • Nigeria • 2025
ISO 9001: Quality Management Systems Certified LL-C (Certification) Group • 2025	APCON Certification (In View)
Generative AI Tools National Association of State Boards of Accountancy (NASBA) • 2025	PR and PR Management IMTF Lisboa • Portugal • 2024

SKILLS

Crisis management, PR, Coaching, Distance Course Facilitation, Career Mentorship, Strategic thinking, creative team lead, high level of integrity, attention to duty, adaptability, communication skills, digital advertising, data analytics, youtube #1 SEO ranking, content marketing, email copywriting, graphic design, video editing, product management.