

THEOPHILUS PETER EKPE

PERFORMANCE MARKETING & SEO SPECIALIST

Meta Ads • Google Ads • SEO • CRO • GA4 • Lead Generation • Email Marketing • Marketing Analytics

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PROFESSIONAL SUMMARY

I'm a Performance marketer and SEO specialist with 5 years of experience driving acquisition, lead generation and revenue across real estate, fintech, healthcare, wellness, B2B and agency environments. Experienced in Meta Ads, Google Ads, SEO, content strategy, email marketing, conversion funnels and analytics.

SELECTED PERFORMANCE RESULTS

- **₦70M+** in land sales within 12 months from just over **₦2M** in advertising investment for Hush Homes.
- **₦3M** in revenue from a **₦350k** campaign for Perock Food Machinery.
- 100+ merchants acquired through a pilot fintech acquisition campaign for Niishcloud, leading to over **50 million** worth of transactions.

CORE COMPETENCIES

PERFORMANCE MARKETING

Meta Ads • Google Ads • Paid Acquisition • Audience Strategy • Creative Testing • Retargeting • Budget Optimization • CPL/CPA/ROAS Analysis

GROWTH & ACQUISITION

Lead Generation • Email Marketing • Campaign Automation • Funnel Strategy • Content Marketing • Campaign Messaging

SEO & ORGANIC GROWTH

Keyword Research • On/Off Page SEO • Local SEO • Content Optimization • Google My Business Profile • Search Performance Analysis

TOOLS

Meta Ads Manager • Google Ads Manager • Google Site Kit • Wordpress • Mailchimp • Apollo.io • Lusha • Semrush • Yoast SEO • Zoho CRM • Lemlist

ANALYTICS & CRO

GA4 • KPI Tracking • Conversion Funnels • Landing-Page Optimization • UTM Tracking • Lead Tracking • Campaign Reporting

CONTENT

Copywriting • Script Writing • Creative Briefs • Content Strategy • Performance Reporting

PROFESSIONAL EXPERIENCE

Growth Marketing Manager | Tritalent Alliance | Feb 2026 – Present | Remote

International / diaspora-focused client portfolio

- Direct paid acquisition, content, funnel, and email campaigns for global diaspora-focused brands.
- Scaled a wellness brand from 0 to 100+ paying course customers via optimized paid funnels and content strategy.
- Grew newsletter community to 1,000+ subscribers through data-driven content planning and engagement strategies
- Lead end-to-end SEO using WordPress, Yoast, and Google Site Kit to improve organic search, keyword rankings, and backlinks.

Digital Marketing Executive | Outbox Experience | Jun 2024 – Present | Remote

Advertising agency / multi-client accounts

- Manage Meta & Google Ads portfolios for B2B/B2C clients in real estate, healthcare, fashion, and industrial machinery.
- Generated **₦3M** in revenue from a **₦350K** ad spend (8.5x ROI) for Perock Food Machinery performance campaigns.

- Drove digital campaigns for Bashir Foundation, securing inquiries that directly supported 100 free surgeries.
- Expanded Synergix Africa's reach to 1M+ people, building a marketing ecosystem that supported ₦5M+ in SME grants.

Digital Marketing Manager | Hush Homes Ltd | Feb 2024 – Feb 2026

Real estate

- Generated ₦70M+ in land sales within 12 months from a ₦2M ad spend by optimizing Meta and Google lead funnels.
- Analyzed campaign and sales data to continuously refine audience targeting, ad creatives, and land-inspection conversions.
- Optimized landing pages and social content to increase high-intent inbound inquiries and on-site property visits.

Digital Marketer | Codelab LLC/Niishcloud (Codelab subsidiary) | Nov 2022 – Jan 2024

IT solutions / fintech

- Executed omni-channel campaigns (Paid, SEO, Email, Content) to boost visibility and ROI across corporate and fintech arms.
- Acquired 100+ POS agent merchants in the FCT during a targeted pilot launch campaign for Niishcloud which is the fintech arm.
- Boosted local search visibility by managing Google Business Profiles, targeted blog content, and email newsletters.

Digital Marketer | Zinger Wallet | Dec 2021 – Dec 2022

Fintech

- Developed product marketing strategies and targeted digital campaigns to drive customer engagement and acquisition.
- Built launch anticipation and coordinated with external partners and agencies on marketing strategy and execution.
- Contributed to a successful product-launch campaign that generated 1,000+ App Store and Google Play downloads.

EDUCATION

- Master of Business Administration (MBA) — Nexford University, Washington, DC | In View — Expected 2027
- BSc, International Relations and Diplomacy — Salem University, Lokoja, Kogi State | 2018

PORTFOLIO

Performance Marketing Portfolio:

[Click here](#)