

Uko Anietie

Digital Marketing Specialist | Paid Media (Google Ads) | Web & Conversion Strategist

Lagos, Nigeria | Open to Remote & Relocation

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PROFILE

Results-driven Digital Marketing Specialist with hands-on experience managing Google Ads campaigns (Search, Display, YouTube).

Proven track record of improving CTR by up to 35% and reducing cost-per-click by 20% through data-driven optimisation.

Skilled in lead generation, landing page optimisation, and campaign scaling.

KEY SKILLS

Google Ads, Campaign Optimisation, Keyword Research, Conversion Tracking (GA4), Landing Page Optimisation, A/B Testing, SEO, WordPress (Elementor), Mailchimp, Graphic Design

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist – Kontie Creations (2023 – Present)

- Managed Google Ads campaigns achieving up to 40% increase in lead generation
- Reduced cost-per-click by 20% through keyword and bidding optimization
- Improved click-through rate (CTR) by 30–35% via ad copy testing
- Built landing pages that increased conversion rates by 25%
- Implemented A/B testing strategies improving campaign performance consistently

Assistant Brand Manager & Brand Designer – Hygeia HMO LTD (2019 – 2023)

- Designed marketing assets contributing to 25% increase in campaign engagement
- Built email automation workflows improving lead response efficiency by 40%
- Supported digital campaigns increasing brand visibility and user engagement
- Improved internal brand consistency across multiple channels

TOOLS

Google Ads | Google Analytics | Mailchimp | WordPress | Corel Draw | Canva | Adobe Tools