

Emmanuel Idowu Oke

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CAREER OBJECTIVE

Driven and passionate graduate of geology with exceptional analytical skill, ability to learn quickly, develop expertise, versatile content creator, innovative copywriter, SEO specialist, ads manager specialist, proffer contributor and a result-oriented team player, looking to secure a position.

WORK EXPERIENCE

Knights Brazil/Nigerian writers. September 2023

SEO content writer

- Worked at knight a digital marketing company, produced an average of three blog articles that summed over four thousand words

Jiji.ng july 2023

Freelance writer

- I write a total of 25 articles weekly of 500 words and deliver them to time always giving the readers something to look forward to and at the same time piquing their interest in the advertised product or the available services the company has to offer causing the to engage willingly.

Abd baaqi Ltd September-November 2022

Digital marketer

- write and dispatch email marketing campaigns
- research new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums
- communicate with clients, affiliate networks and affiliate partners
- conduct keyword research and web statistics reporting
- contribute to social media engagement and brand awareness campaigns
- use web analytics software to monitor the performance of client websites and make recommendations for improvement
- develop and integrate content marketing strategies
- keep up to date with current digital trends
- manage the contact database and assist with lead generation activities

Freelancer(fiverr)

Email marketer. November-December 2022

- Identify the target audience, design and execute email campaigns for client
- Ensure the content is clear and error-free and optimize email templates for Client.
- Databases, analyze campaign metrics and provide insights for improving campaign effectiveness for client.

MarinaBcoding Inc. October 2023-April 2024

Social Media Manager

- Responded to comments, posts and questions from various channel
- Created engaging content to catch the attention of potential customers
- Created information and entertaining posts
- Informed content creation and optimized campaigns using insights and analytics

- Optimized social media content for maximum engagement and reach.
- Created content strategies for digital media.

Takeoffschools September-November 2025

Volunteer Social Media Manager

- Responded to comments, posts and questions from various channel
- Created engaging content to catch the attention of potential customers
- Created information and entertaining posts
- Informed content creation and optimized campaigns using insights and analytics
- Optimized social media content for maximum engagement and reach.
- Created content strategies for digital media.

Walexbiz February-May 2026

Digital marketer

- Responded to comments, posts and questions from various channel
- Created engaging content to catch the attention of potential customers
- Created information and entertaining posts
- Informed content creation and optimized campaigns using insights and analytics
- Optimized social media content for maximum engagement and reach.
- Created content strategies for digital media.
- Generated leads for the different company product for B2B and B2C
- Cold call and send cold message on social media (LinkedIn)
- Created graphic content for all the company social media platform

EDUCATION AND TRAINING

OSUN STATE UNIVERSITY, OSOGBO. October 2017-December 2022

Bachelor of Science Degree, Geology

second Class Upper Honors

UDEMY ACADEMY

Course on Search engine optimization content writing by Mkpoikana Ot.  
Course on “content marketing: create content that generate leads” by Gabyl.  
Course “Master Branding Superpowers-No Experience Needed” by Jawid Firooz.

Novermber 2023  
February 2025  
April 2025

HUBSPOT ACADEMY

Course on “ Search engine optimization”  
Course on” Email marketing”  
Course on “social media marketing”.

June 2025  
June 2025  
July 2025

DIGITAL SKILLS AND COMPETENCES

- Keyword Research (SEMrush, Ahrefs, Google Keyword Planner)
- On-Page, Off-Page, & Technical SEO
- Content Strategy & Creation
- Backlink Outreach & Acquisition
- Strategy & Community Management (Facebook, Instagram, X, LinkedIn)

## CurriculumVitae EMMANUEL IDOWU OKE

- Paid Social Advertising (Meta Ads Manager)
- Social Media Scheduling (Buffer, Hootsuite)
- Analytics & Performance Reporting
- Graphic Design (Canva)
- Video editing (inshot, capcut)
- Campaign Management (Mailchimp, HubSpot)
- Automation & Lead Nurturing Sequences
- List Segmentation & A/B Testing
- Copywriting for Email
- Quantitative and Qualitative analysis (Google form, Google spreadsheet, Google analytics and Google trend)

### PERSONAL SKILLS

#### *Communication skills*

- Good communication skill gained through my experience with Jiji.ng
- Good communication skill gained through my experience as a SEO content writer with knights Brazil/Nigerian writers

#### *Organizational/managerial skills*

- Time management (gained while working with knights Brazil/Nigerian writers, jiji.ng and Abd baaqi Ltd).
- Teamwork (worked with a team with co-workers with knight Brazil/Nigerian writers, Abd baaqi and jiji.ng).

#### *Job-related skills*

- Working long and flexible hours ( gained during experience with Abd baaqi Ltd and Pick and Pay provision store)
- proficient with semrush and Google keyword planner for keyword research, On-page optimization, off-page optimization, technical optimization content optimization and backlinking of high quality domain authority (gained during experience on Course on Search engine optimization content writing by Mkpoikana Otu.)
- Lead generation, creating of story/content that is engaging for audience in social marketing and generation of list of email for email marketing and campaigns (gained during experience with Abd baaqi Ltd )
- creating, managing, and optimizing paid ad campaigns on Facebook/Instagram Ads, LinkedIn Ads, and Twitter Ads.
- Content Strategy and Scheduling: Proficient in using social media management tools
- Analytics and Reporting:Ability to track KPIs (Key Performance Indicators) such as engagement rate, reach, impressions, clicks, and conversions using native platform insights and third-party tools.
- Visual Content Creation: Basic skills in graphic design and videography use tools like Canva and capcut for creating engaging social media visuals and short-form video.
- Automation: Building and managing automated email sequences (welcome series, nurture campaigns, abandoned cart emails).
- List Segmentation: Skilled in segmenting email lists based on user behavior, demographics, and engagement to improve deliverability and conversion rates.
- A/B Testing:Experience conducting A/B tests on subject lines, email copy, and CTAs to optimize open and click-through rates.
- Copywriting for Email: Crafting compelling subject lines and persuasive email body copy that drives action.
- Analytics:Monitoring and reporting on email performance metrics (open rate, click-through rate, conversion rate, unsubscribe rate).

### LANGUAGES:

English: native language, distinguished levels in listening, speaking, reading and writing,

### REFEREES:

Available Upon Request