

# NDUBUISI Precious

## (Social Media Marketer, Web Designer and SEO Expert)

Website: <https://shieldagency.ng> | Email: [ndubisiprecious@gmail.com](mailto:ndubisiprecious@gmail.com) | Phone: (+234) 816 0090 351

### CAREER SUMMARY

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Experienced and result-driven Social Media Marketer and Web Designer with over 5 years of proven success in creating engaging content and visually appealing websites. Skilled in developing and implementing social media strategies to increase brand awareness, conversion and drive engagement. Adept at managing multiple projects and collaborating with cross-functional teams. Seeking to leverage my skills and expertise to contribute to the growth and success of a dynamic organization.

### EDUCATION

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**Ladoke Akintola University of Technology**  
*Bachelor of Technology, Statistics*

**Graduated: Mar 2018**

### CERTIFICATIONS

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**HubSpot Content Marketing Certification**  
**Google Analytics Certification**  
**Data Science & ML**

**Achieved Jul 2021**  
**Achieved Sep 2022**  
**Achieved 2023**

### WORK EXPERIENCE

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#### **Shield Agency**

*Web Design, Social Media Marketer and Content Writer*

**Jan 2018- Current**

- Manage social media accounts for Best Dubai Properties, increasing followers by 30% and engagement by 50% in the 2 months.
- Create and implement social media campaigns, resulting in a 25% increase in website traffic and a 30% increase in leads and 13 % conversion rate.
- Design and develop visually appealing websites for clients, leading to a 40% increase in user engagement and a 25% increase in conversion rates.
- Conduct SEO audits and optimizations, improving website ranking and visibility, resulting in a 35% increase in organic traffic.
- Collaborate with cross-functional teams to develop and execute integrated marketing campaigns, driving brand awareness and customer engagement.
- Stay updated with the latest trends and best practices in social media marketing, web design, and SEO to ensure effective strategies and campaigns.

#### **AMOHN**

*Website/Social Media Management and Content Writing*

- Managed social media accounts for AMOHN, increasing followers by 50% and engagement by 75% within the first year.
- Developed and implemented social media strategies that resulted in a 30% increase in website traffic and a 20% increase in lead generation.
- Created compelling and SEO-optimized content for the website, blog, and social media platforms, resulting in a 25% increase in lead generation.

**Jul 2021 – Apr 2024**  
Lagos, Nigeria

#### **Eclipse Diary**

*Content writer and Website Management*

- Created and managed content for Eclipse Diary's website, including blog posts, articles, and multimedia content, resulting in a 30% increase in website traffic.
- Implemented SEO strategies to improve website visibility, resulting in a 20% increase in organic search traffic.
- Managed social media accounts, increasing followers by 50% and engagement by 40%.

**Dec 2021 – July 2023**  
Dubai, UAE

## SKILLS

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### Technical Skills

- WordPress
- SEO (Search Engine Optimization)
- Analytics
- E-commerce
- Email Marketing
- Web Design
- Canva
- CMS (Content Management Systems)
- Content Creation

### Interpersonal Skills

- Customer-focused
- Problem-solving
- Conflict resolution
- Time management
- Collaboration
- Communication
- Excellent writing and editing skills
- Strong research and analytical skills
- Highly Adaptable
- Emotional intelligence
- Time management