

LOVE DENNIS

MACP

ABOUT ME

I have 7+ years of experience in managing effective Online Marketing Strategies; ranging from Social Media Management and Marketing, Content Writing, SEO, Email Marketing, etc.

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📍 Lagos

🌐 linkedin.com/in/lovedennis

EDUCATION

Bachelor of Science Completed
University of the People January 2020
Computer Science

Diploma Gateway Polytechnic Completed
August 2017
Computer Science

TRAINING & CERTIFICATIONS

- Digital Marketing Certified, Hubspot, 2022
- Content Marketing Certified, Hubspot, 2022
- Microsoft Advertising Certified Professional, Microsoft, 2021
- Advanced Google Analytics, 2020
- Fundamentals of Digital Marketing, Google, 2020

EXPERIENCES

2023- Current SENIOR CONTENT EDITOR
IGBO DEFENCE

Nigeria

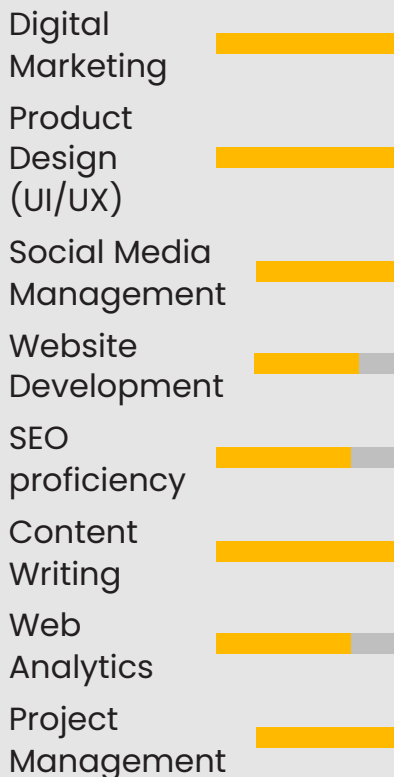
- Overseeing the content production process and ensuring it meets our quality standards
- Proofreading content to ensure accuracy, readability, and consistency in tone
- Ensuring that publishing deadlines are met and that content matches objective briefs and brand visions of our clients
- Leading the junior editorial team by facilitating brainstorming sessions to identify relevant content topics and strategies that will attract and retain target audiences

2022- 2023 DIGITAL MARKETING MANAGER
SWASH DIGITAL

Canada

- Spearheaded client meetings to determine project needs and professional requirements and identify correct course of action enhance client success.
- Administered marketing calendar and posted new content to coincide with new product and service releases.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Analyzed competitor pages to locate backlink and keyword opportunities.

SKILLS



COMPUTER PROFICIENCY

Softwares

- Hubspot CRM ●●●●●
- Figma ●●●●●
- WordPress ●●●●●
- Adobe CC ●●●●●
- Canva ●●●●●
- Microsoft Office ●●●●●
- Framer ●●●●●
- Hootsuite ●●●●●

Operating Systems

- Windows ●●●●●
- Linux ●●●●●
- Windows Server 2008 R2 ●●●●●
- Chromium OS ●●●●●

- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
- Devised strategies and roadmaps to support product vision and value to business.
- Increased customer engagement through social media.
- Evaluated monthly performance statistics and used data to inform future strategie

2021- 2022 TECH AND COMMUNICATIONS LEAD BITCASH TECHNOLOGIES

Lagos
Nigeria

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2021- 2022 COMMUNICATIONS LEAD MALIYO GAMES

Lagos
Nigeria

- Developing and implementing a communications plan and providing leadership for special communication projects;
- Ensuring initiatives and projects are clearly communicated to key audiences;
- Managing and updating content across platforms (website, email) and social media channels on an ongoing basis; and
- Supporting the team in enhancing their communication skills by helping to write/edit blogs and publications and by providing feedback and guidance.

2020- 2021 DIGITAL MARKETING SPECIALIST

VIRONY NIGERIA

Lagos
Nigeria

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- Analyzed competitor pages to locate backlink and keyword opportunities.
- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
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2020- 2021 CONTENT WRITER

OPERA NEWS

Lagos
Nigeria

- Wrote clear marketing copy to promote our products/services
- Prepared well-structured drafts using Content Management Systems
- Proofread and edited blog posts before publication
- Submitted work to editors for input and approval
- Coordinated with marketing and design teams to illustrate articles

2019- 2020 WORDPRESS DEVELOPER

HOSTBEAK

Uyo
Nigeria

- Designed and building the website front-end.
- Created the website architecture.
- Designed and managed the website back-end, including database and server integration.

- Generated WordPress themes and plugins.
- Conducted website performance tests.
- Met with clients to discuss website design and function.

2017- 2019 CONTENT WRITER

MP3 BULLET

Lagos

Nigeria

- Prepared well-structured drafts using Content Management Systems
- Proofread and edit blog posts before publication
- Conducted simple keyword research and use SEO guidelines to increase web traffic
- Updated website content as needed