

DANIEL OBADOFIN

Digital Marketer with 5+ years of experience in digital marketing, copywriting, and SEO

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Results-driven and highly skilled digital marketer with over 5 years of experience in digital marketing, copywriting, and search engine optimization. Successfully led and mentored teams while delivering measurable results through data-driven campaigns, audience targeting, and continuous optimization of digital marketing channels.

Notable achievements include training and mentoring over 20 members on email marketing, implementing SEO strategies that scaled up impressions from nothing to as much as 571k and clicks to as much as 1.06k, and increasing LinkedIn followership by 200% in just 3 months.

WORKEXPERIENCE

[Therapy In Motion](#) – Health Institution

July 2023 – Present

Role: Digital Marketing Consultant

USA (Remote)

- Maintained continuous management of the company's WordPress website while providing marketing advisory on the strategy.
- Continuously optimized the performance and speed of the website using various tools like WP Rocket, etc.
- Consistently worked on and resolved all technical SEO errors and on-page SEO issues.

Tools: SEMrush, WordPress, GA, GSC, SiteGuru, Microsoft365, WP Rocket, RankMath etc

[Spoke Design Labs](#) – B2B Startup Company

May 2022 – April 2023

Role: Copywriter/SEO Manager

India (Remote)

- Wrote SEO content for blogs, social media, and emails at Spoke Design Labs.
- Delivered three SEO-optimized blog posts per week, meeting weekly content creation goals.
- Developed content ideas for the company's Quora, LinkedIn, and Instagram channels to increase engagement with the target audience.
- Implemented SEO strategies that helped scale up impressions from nothing to as much as 571k and clicks to as much as 1.06k, effectively increasing the company's online presence.
- Utilized my expertise in SEO content writing and optimization to improve the company's online visibility and reach a wider audience.

Tools: SEMrush, Ahrefs, Webflow, GA, GSC, Mailchimp, Hubspot, Slack, Monday.com, Yoast, etc.

[Metricoid Technology Solutions](#) – B2B Startup Company

February 2022 – April 2022

Role: Digital Marketer/Content Writer (Contract)

India (Remote)

- Managed the company's social media channels, with a primary focus on LinkedIn.
- Increased the channel's followership by an impressive 200%.
- Consistently delivered relevant and authoritative content, and implemented targeted posting strategies that successfully grew the page's followership from just over 700 to over 1.4k within the 3-month duration of my contract.
- Developed engaging blog content and case studies during my time at the company.

Tools: Hootsuite, Canva, LinkedIn Analytics, GA, etc.

[Fiverr](#) – Freelancing Platform

January 2020 – Present

Role: Freelance Copywriter and SEO Specialist

- Increased website traffic and conversions for clients across various industries by utilizing effective copywriting techniques and SEO strategies.

Tools: SEMrush, Ahrefs, Moz, GA, GSC, Crazyjar, Jotform, WordPress, Zapier, GoHighLevel, Grammarly, Yoast, etc.

[Upwork](#) – Freelancing Platform

January 2021 – Present

Role: Freelance Digital Marketer

- Delivered measurable results for clients through data-driven campaigns, audience targeting, and continuous optimization of digital marketing channels.

Tools: SEMrush, Ahrefs, Moz, GA, GSC, Crazyjar, Jotform, WordPress, Zapier, GoHighLevel, Grammarly, Yoast, etc.

TECHNICALSKILLS

Digital Marketing: Search Engine Optimization (SEO) • Copywriting • Digital Marketing • Email Marketing • SEMrush • Google Search Console • Google Analytics • Content Marketing • E-Commerce Marketing • Public Relations, etc.

EDUCATION

Google Digital Marketing Course

Programme: Fundamentals of digital marketing

2022 - 2023

- **Relevant Courses:** Google Ads, Display Ads, video ads, Google Analytics, content marketing, Social Media Marketing, E-commerce Marketing, Search Engine Optimization, etc.

Obafemi Awolowo University (OAU), Nigeria.

Programme: BSc. Mechanical Engineering

2015 - 2021

- **Relevant Courses:** Technical Writing, Project Writing, Statistics and Analytics, Computer-Aided Design, etc.

LEADERSHIP EXPERIENCE

Nigerian Institution of Mechanical Engineers

Role: Public Relations Officer

Jan 2017 - Jan 2018

- Developed content and strategies that scaled up audience engagements during my time as P.R.O. of the Nigerian Institution of Mechanical Engineers, Obafemi Awolowo University

The Glory of God Student's Fellowship, Obafemi Awolowo University

Role: Media/Social Media Officer

Jan 2017 - Jan 2019

- Transformed the Institution's Social Media Channels with my expertise, scaling up engagements by an impressive 250% and driving significant growth in the online presence of the organization

VOLUNTEER EXPERIENCE

The Reformers Initiative Africa

Role: Content Creator and Email Marketer

Jun 2018 - May 2021

- Ideated and curated Today-In-History, a graphical representation of daily historical events.
- Trained and mentored over 20 members of The Reformers Initiative Africa on Email Marketing, resulting in successful campaigns and increased engagement rates.

LANGUAGE

- English (Fluent) Yoruba (Native)