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Summary

As a Creative Director at Awwspire Media, I lead a team of talented writers, designers, and marketers in creating engaging and innovative content for various online platforms. I also host the AltonomUS podcast and the LinkedIn Velocity Series, where I share insights and tips on digital marketing, blockchain, and WEB3 technologies.

With a Professional Certificate in Digital Marketing Strategy from the University of Edinburgh and multiple certifications from HubSpot Academy and Escils, I have a solid foundation in content marketing, social media marketing, SEO, and PPC. I have worked with over 1000 websites with DA 70-99, generating premium backlinks and increasing their online visibility and traffic.

In addition, I am a Resume Coach, Blogging Expert, and Certified Graphic Designer, offering a range of services to help individuals and businesses build and expand their brands. I am also a published author on Amazon, writing books on various topics such as professional conduct, entrepreneurship, self-care, and business culture.

I am passionate about learning and staying updated with the latest trends in my field, especially in the blockchain and WEB3 domains. I can help you create quality content for your projects, boost your company's reputation, and connect with your target audience.

I am driven by the mission of helping others succeed. I am committed to delivering top-tier services to you, whether you need to refine your digital marketing strategy, enhance your online presence, or develop your brand. I look forward to collaborating with like-minded individuals like you, working together to elevate your careers and businesses to new heights.

Experience



Social Media Marketing Manager

Squeeze Bounce Consulting

Oct 2020 - Sep 2023 (3 years)

- Spearheaded social media strategy, leveraging email campaigns to enhance engagement and brand visibility, achieving exceptional results.
- Established ambitious goal-setting initiatives, propelling to new heights in the competitive landscape of the Personal Development and Professional Services Industries.
- Orchestrated innovative campaigns that seamlessly integrated with the brand's mission, driving higher conversion rates and customer loyalty.
- Strategically navigated the dynamic landscape of the Personal Development and Professional Services Industries, positioning Squeeze Bounce as a thought leader and industry trendsetter.



Freelance Writer

Fame - The B2B Podcast Agency

Jun 2022 - Nov 2022 (6 months)

- Crafted engaging and compelling written material for Instagram, aligning content with the platform's visual nature and audience preferences.

- Utilized Canva to design eye-catching visual elements and infographics to enhance storytelling.
- Demonstrated effective communication and problem solving skills to convey ideas and narratives clearly and persuasively.
- Thrived in a teamwork-oriented environment, collaborating with colleagues to deliver cohesive and impactful written and visual content.



Graphic Designer

Awwspire Media

Apr 2020 - May 2023 (3 years 2 months)

- Proficiently utilized Adobe Photoshop and Adobe Illustrator to craft visually compelling graphics and illustrations for various projects.
- Demonstrated strong copywriting skills, seamlessly integrating persuasive messaging with design to engage and captivate audiences.
- Applied video editing expertise to enhance multimedia content, creating impactful visuals and animations for online marketing campaigns.
- Utilized analytical skills to track and measure design performance, optimizing content and design elements and web content for maximum impact.
- Collaborated on content strategy, leveraging WordPress and email marketing to deliver integrated and effective digital media solutions.



Search Engine Optimization Team Lead

Linkbuildigo

Mar 2022 - Aug 2023 (1 year 6 months)

- Conducted regular keyword research and collaborated on SEO-friendly using web content writing.
- Achieved a 40% increase in client websites' organic search traffic within six months.
- Optimized website speed and mobile responsiveness, resulting in a 30% improvement in search rankings and user experience.
- Led link-building efforts to enhance domain authority to over 20 in one year and six months.



Creative Director

Awwspire Media

Nov 2022 - Present (1 year)

- Led and managed a creative team of 10, overseeing their tasks and aligning - them with the company's vision.
- Conceptualized and executed successful integrated marketing campaigns, resulting in increased client revenue and engagement.
- Implemented a streamlined project management system, reducing turnaround time and increasing team productivity.
- Received multiple awards, including Creative Director of the Year and Creative Excellence Award, for outstanding leadership and creative achievements.

Education



The Open University

Master, Digital Communication and Media/Multimedia

2021 - 2021

- Attained a Master's degree specializing in Digital Communication and Media/Multimedia.

- Gained comprehensive understanding of digital communication strategies and multimedia production.
- Developed proficiency in creating engaging multimedia content for diverse digital platforms.
- Acquired skills in strategic communication, storytelling, and audience engagement in the digital age.
- Equipped with the knowledge and expertise to navigate the ever-evolving landscape of digital media and communication.



Escils

Master, Social Media, Google and Facebook Marketing

2019 - 2020

- Completed a Master's program specializing in Social Media, Google, and Facebook Marketing.
- Acquired in-depth knowledge of advanced digital marketing strategies and tactics.
- Gained expertise in leveraging social media platforms and optimizing Google and Facebook ads.
- Developed practical skills in data analysis, audience targeting, and campaign optimization.
- Equipped with the latest industry insights and best practices for successful online marketing campaigns.



Escils

Masters , Digital Marketing

2021 - 2022

This training program covered various courses such as digital marketing from basics to advanced level, Facebook ads, Google Marketing, SEO, Twitter Trends, Social Media Marketing & more.

Licenses & Certifications



Becoming an AI-First Product Leader

<https://www.linkedin.com/learning/certificates/67041f5656d5cab1ab3c636654238c453>



Artificial Intelligence and Business Strategy

<https://www.linkedin.com/learning/certificates/35d576ffb7d3eb685026f7bccd5935e87>



Certified Content Marketing Specialist - HubSpot Academy

Issued Jul 2022 - Expires Aug 2022



Advanced Pinterest Marketing - Escils

Issued Jan 2023 - Expires Apr 2023

Skills

Artificial Intelligence (AI) • WarpDriven GPT Copywriting • Pay Per Click (PPC) • Link Building • Organic Search • Web Content Writing • Content Development • HTML • Writing • Product Design