

MAHMOOD, Abdullahi Loke

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Profile Summary

Marketing development specialist, a certified digital marketer with strong SEM and technical SEO skills, attention to detail, solid online marketing background, and proficiency in marketing research and analysis. Experienced in lead generation and promotion strategy crafting for B2B & B2C companies and digital marketing agencies. Niches include small, medium, and large enterprises, personal finance, cybersecurity, technology, SaaS, cryptocurrency, sports, insurance, education, fashion, HR, and business management.

Areas of Expertise

- ✧ Technical SEO
- ✧ Digital marketing
- ✧ Website design
- ✧ Search Engine Marketing
- ✧ Video Ads Creation & Editing
- ✧ Audience Targeting
- ✧ Social Media Management
- ✧ Graphics Design
- ✧ Lead Generation
- ✧ Community Management
- ✧ Email Scrapping & Marketing
- ✧ Audience Research
- ✧ Offline Marketing Campaign

Experience

July 2019 – October 2021

[Provarex.com](#)

Kaduna, NG

Marketing Lead/Cyber Diplomat

- Handle all social media engagement for the organization from July 2019 till early 2020 before taking charge of regional offline cybersecurity campaign in Kwara State;
- Collaborated with designers and content managers to execute popular content which improved traffic and converted visitors to customers by over 31%
- Provided in-depth analysis of the targeted audience for the cybersecurity regional campaign.

Relevant Skills: Audience Targeting, offline marketing campaign, and Social Media Management.

September 2019 – April 2020

CANDID IT

Minna, NG

Social Media Manager

- Collaborated with the webinar team to generate leads for all online webinar activities of the company.
- Collaborated with the content team to publish unique and engaging B2B digital marketing content that improved website reach by over 28% in four months.

Relevant Skills: Technical SEO, Facebook lead generation, and Digital marketing.

April 2020 – Date

[Beyond Creativity](#)

Kwara, NG

Chief Marketing Officer

- Developed and revamped the company website to restart operation remotely amidst covid-19 pandemic.
- Reposition the company to the number one marketing agency in Kwara state, Nigeria
- Improved website traffic by 42% and client conversion by 20%
- Carry out market research and analysis for the client's company and develop a proper promotional strategy to that effect
- Always developing proper funnel architecture to generate leads for clients' companies.
- In charge of designing the website for clients and clients' companies.
- Generate email marketing strategy for clients and/or clients' companies.
- Work with the content and graphics team to push out content on the company's social media accounts.

Relevant Skills: Website design, technical SEO, lead generation, email marketing, market analysis, and social media management.

April 2022 - Date

[AceDao](#) (Crypto & NFTs)

Community Manager/Social Media Manager

- At AceDao (7k+ members, still growing) we help people make informed decisions regarding NFTs, crypto trading and investments
- Provided training and education to members on technical analysis and trading strategies for cryptocurrencies and NFTs
- Created and shared alpha calls on promising opportunities in the crypto space, including NFTs and cryptocurrencies
- Facilitated discussions among community members on market trends, investment strategies, and emerging technologies in the crypto industry

- Collaborated with other community leaders and experts to host events and webinars on crypto-related topics
- Helped to foster a welcoming and inclusive community culture that encourages learning, growth, and collaboration among members
- Monitored and moderated community interactions to ensure adherence to community guidelines and norms
- Maintained and updated community resources, including a knowledge base and educational materials, to ensure that members had access to the latest information and insights on the crypto industry.s

Relevant Skills: Community Management, Graphics design, and Social media.

October 2022 - November 2022

[K-Max-Connect](#)

Lagos, Nigeria

Lead Generation (Freelance)

- Generate over 500 new customers for K-max-connect VTU website using Facebook ads and Cognito forms.
- Set up level-to-level funnel architecture for the lead and automate every process
- Prepare and provided content, both short-form and long-form, that helped achieve adequate engagement with the prospects before onboarding.
- Generated Whatsapp contact and email list of all leads, and had over 23% instant conversion after community engagement.

Relevant Skills: Lead generation, content writing, community engagement, and Facebook ads.

October 2022 - December 2022

[AyinlakConnect](#)

App Download Ads

- Created video ads for AyinlakConnect website promotion - [Click here to watch](#)
- Set up Google and Facebook pixel for easy ad conversion
- Develop ads copy for the promotion
- Generated over 72% increment in website traffic and converted over 33% into users
- Generated over 500+ app download on google play store

Relevant Skills: Lead generation, copywriting, Video Editing, and Facebook ads.

November 2022 - Date

[YakataData](#)

Lagos, Nigeria

Sales promotion

- Managed Facebook ad campaigns for Yakatadata clients, including creating ad copy and visual assets, setting budgets and targeting options, and monitoring and analyzing campaign performance.
- Set up Google and Facebook pixel for easy ad conversion
- Collaborated with the Yakatadata team to develop and implement strategies for increasing ad engagement and conversion rates.
- Generated over 100% increment in website traffic and converted over 33% into active users
- Conducted market research and provided insights and recommendations to clients on how to improve their Facebook ad campaigns.
- Assisted clients with setting up and optimizing their Facebook business pages and ad accounts.
- Trained clients on how to use the Facebook Ads Manager platform and provided ongoing support and guidance.

Relevant Skills: Lead generation, copywriting, Graphics Design, and Facebook ads.

November 2022 - Date

[Peacesub](#)

Lagos, Nigeria

Sales promotion

- Developed and implemented successful Facebook advertising campaigns
- Conducted market research and identifying target audiences
- Created and managed advertising budgets
- Monitored and analyzed the performance of ads to optimize their effectiveness
- Generated over 100% increment in website traffic and converted over 42% into active users
- Kept up to date with the latest trends and changes in the Facebook advertising platform
- Collaborated with teams or clients to develop advertising strategies that align with their goals and objectives
- Providing detailed reports on the performance of ads and recommendations for improvement

Relevant Skills: Lead generation, copywriting, Graphics design, and Facebook ads.

Website Design

- [Beyond Creativity](#)

- Ilorin College of Health, Science and Technology website; www.ilorincohealth.edu.ng
- New Media Website; [Prudentwatch](#)
- New Media Website; [Oicupdate](#)
- News Website; [Thecrownnews](#)
- Digitalnews; [Newscrescent](#)
- Nigeria, Covid-19 Action Recovery and Economic Stimulus Program (Kwara RA3); www.kwaracaresra3.ng
- [Thesourceinfo](#)

Key achievements

- Awarded *Best Social Media User, Glamour Award Night, 2018*
- Bagged *Vice chancellor award for community development, Federal University of Technology, Minna, 2021.*
- Staff of the month, (June - September 2022) *Beyond Creativity.*
- Best auditionee, *Search Media, 2021.*
- *Students' union Senate President of the year, 2020/2021*

TOOLS & INTERESTS

- **Tools:** Facebook/Meta Business | Google Ads | WordPress | Wix | Shopify | HTML5/CSS | Adobe Collections | Microsoft Office (Word, Excel, PowerPoint) | Grammarly | Google Tools | CRM | Slack | Canva | Ahrefs | SemRush | Social Media Tools | Google Analytics | Zoho
- **Interests:** Digital Marketing & Operations, Website Design, Lead Generation, B2B Marketing, Analytics, SEO, Community Development, International Politics, eCommerce, and Cryptocurrency

Education & qualifications

- **B.Tech. Cyber Security Science** – Federal University of Technology, Minna – *October 2016 – March 2023*

Certifications

Desktop Publishing - Zenith Academy - 2011

Digital Marketing – Google – 2019

Cyber Diplomacy – United Nations Office of Disarmament Affairs –2020

Facebook Social Media Marketing Professional Certification – Coursera – 2022

Google Analytics – Google – 2022

Google Ads Certification – Google – 2022