
Isaac Archibong

**Lead Generation Specialist | Digital and Growth Strategist | Data Analyst |
Operations and Process Manager**

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PROFESSIONAL SUMMARY

Innovative lead generation and digital strategy professional with 4+ years of experience turning data into actionable insights and crafting high-converting campaigns. Known for developing and implementing creative growth strategies, managing cross-functional teams, and driving measurable business results. Passionate about using technology, content, and analytics to solve real-world business challenges and fuel company growth.

SKILLS

- Lead Generation & Prospecting
- Digital Marketing Strategy
- Data Analysis & Business Intelligence
- Social Media Management and Strategy
- Process & Operations Management
- Public Speaking & Client Relations
- Tools: Google Workspace, Power BI, Excel, Canva, Artificial Intelligence, Apollo etc
- Graphics Design and Video Editing,
- Communications
- Critical thinking and Strategy
- Process Management and Optimization

EXPERIENCE

Punch Group | Florida, USA (Contract) - Remote

Business Development & Lead Generation Specialist | Mar 2025 – Present

- Identified and nurtured qualified leads to create sales-ready opportunities.
- Recruited and onboarded brand ambassadors to represent the company at U.S. tech events.

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- Collaborated with technical and sales teams to coordinate demos, calls, and follow-ups.
 - Maintained accurate CRM data from prospecting activities across email, phone, and online sources.
 - Provided industry insights to prospects, enhancing client trust and conversion rates.

Blumbit | Ukraine (Remote)

Data Manager | Nov 2024 – Present

- Managed and cleaned databases to ensure accuracy and efficiency.
- Conducted data transformation and analysis to support business decisions.
- Verified and entered large volumes of data for lead generation and research purposes.
- Supported cross-functional teams with data insights and process improvements.

Beyond Smile Dental Clinic | Lagos, Nigeria (Onsite)

General Manager | Feb 2022 – Dec 2024

- Directed all administrative and operational functions, improving customer experience.
- Led marketing and digital campaigns, including the “**Better Selfie**” initiative, increasing annual sales by **32.2%**.
- Oversaw financial operations, staff management, and compliance with regulatory bodies.
- Developed systems and procedures that enhanced productivity and operational efficiency.
- Interacting and ensuring compliance with government agencies like HEFEMA, LIRS, LASAA etc.

Money, Leadership and Men | Remote

Social Media Manager / Strategist | 2021 – 2022

- Developed content strategy and grew online presence across multiple platforms.
- Created engaging multimedia content (videos, infographics, articles).
- Conducted social media audits and optimized accounts for reach and engagement.

West Africa Book Publishers | Cross River State, Nigeria (Onsite)

Regional Business Development Executive | 2018 – 2020

- Increased sales by 15% through regional market analysis and strategic planning.
- Expanded customer base by introducing tailored solutions to schools and institutions.
- Analyzed and evaluated end to end customer experience across multiple channels and customer touch points.
- Collaborated with national and local teams to streamline customer experience.

CERTIFICATIONS

- Data Analysis with Power BI – OpenUp Cleans Ltd (2024)
- Introduction to Data Analysis – IBM (2024)
- Artificial Intelligence Career Essentials – ALX Africa (2024)
- Business Analysis & Process Management – Coursera (2024)
- General Data Protection Regulation (GDPR) – Blumbit, Ukraine (2024)
- Digital Marketing – Google (2023)
- Citizenship & Leadership Training – Fed. Ministry of Youths & Sports (2017)

EDUCATION

University of Calabar, Nigeria

Bsc (Ed) Human Kinetics and Health Education - 2nd Class Upper,