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# MATTHEW PAUL AWODI

Digital Marketing Manager

## EDUCATION

**2021 Federal University Otuoke**  
**B.Sc Computer Science and Informatics**

## MARKETING SKILLS

- Data Analysis
- Content Marketing
- SEO
- CRO and AB Testing
- Copywriting
- Social Media Marketing

## BUSINESS SKILLS

- Sales (Funnel Management)
- Customer Service
- Negotiation
- Networking
- Story Telling
- Writing Skills
- Project Management

## TECHNICAL SKILLS

- Wordpress
- Community Growth
- Web3
- NFT
- smart contracts
- Smart Content Curation and Recommendations
- AI-Powered Social Media Management
- Automating Lead Generation and Nurturing
- Leveraging AI for Data Analysis and Insights
- Customer Segmentation and Personalization

## ABOUT ME

AI-powered Digital Marketing Manager with 4+ years of experience using AI to drive traffic, conversions, and sales. Expert in content marketing, SEO, CRO, social media marketing, and PPC advertising. Ready to help your company achieve its marketing goals with a comprehensive digital marketing strategy powered by AI.

## EXPERIENCE

**Marketing Coordinator/Business Process.**  
**Streamline Consults, Bayelsa.**  
**Nigeria 2018 - 2021**

- Identified and implemented improvements for processes, content, and lead generation using AI-powered tools and solutions
- Collaborated with Content Team to promote blog posts and guest posts
- Provided market research, forecasts, campaign results, and consumer trends

**Digital Marketing Manager Fusion Brand, Lagos, Nigeria 2022**

- Led a team of 3 marketing professionals in executing successful digital marketing campaigns
- Increased leads by 30% by implementing a coordinated business data analysis
- Achieved a 10.3% conversion rate on a B2B campaign using AI-powered marketing tools

**Global Sales Associate Ultainfinity Global Group, 2023 till present**

- Introduced unique participants to platform activities such as Airdrops, Bounty programs and other crypto related activities
- Generated leads and strategies for getting leads using AI-powered tools and solutions
- Managed product marketing activities
- Took part in business development activities