

DELIGHT UBA ANOZIE

DIGITAL MARKETING SPECIALIST/PAID MEDIA MANAGER

CONTACT



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SKILLS

Market Research

I have and have displayed the ability to understand a business target audience and I can decipher effective methods of reaching and influence the consumer decisions.

Data analysis/marketing strategist

I have the ability to analyse a business's existing data and offer creative ideas on how to increase engagement, approval or sales.

Copywriting

With a very high proficiency in English language, I can communicate very effectively through writing and understand exactly what to write to elicit a specific response from the reader

Communication/Collaboration

My personality makes it really easy for people to relax and communicate freely with me.

Creative/Graphic Design

I also possess a high proficiency in graphic design and various design softwares such as Canva and Adobe Illustrator

CERTIFICATIONS

Digital Marketing Specialisation

University of Illinois Urbana-Champaign

Graphic Design Specialisation

California Institute Of the Arts

PROFILE

Highly creative and goal oriented organic and paid marketing specialist searching for exciting position to utilize my 5 years of experience as a marketer and apply my passion for business growth and KPI accomplishments.

ACHIEVEMENTS

- Managed full-funnel paid media campaigns across Google Ads, Meta Ads, and Local Services Ads with budgets up to \$70,000, consistently delivering strong lead-generation results, including campaigns achieving 280%+ ROI for local service businesses, SAAS, supply chain business, cosmetic surgery establishment, wellness and health business and several niches.
- Executed SEO and local-search optimization strategies that increased a blog's daily organic visitors by 39%, strengthened keyword visibility, and improved local ranking signals through Google Business Profile optimizations.
- Developed and deployed data-driven content and creative strategies that generated 3M+ reach and a 43% engagement rate, supporting brand lift, awareness, and improved conversion rates for service-based and geographically targeted campaigns

WORK EXPERIENCE

Paid Media Specialist

Douglas by the Bay (California, USA - Contract) February 2026 - April 2026

- Optimized and managed Google Ads and Meta Ads campaigns over a three-month contract, implementing audience targeting refinements, bid strategy adjustments, creative testing, and conversion tracking improvements to improve overall account performance.
- Increased lead volume by 30% by the second month of the engagement through continuous campaign optimization.

PPC Specialist

Metric Marketing (USA - Remote) March 2025- Present

- Managed and optimized Google Ads, Meta Ads, and Local Services Ads across multiple client accounts, including home-service, industrial, and local businesses, and large scale businesses with a strong focus on lead generation.
- Prepared detailed performance reports and conducted in-depth analytics reviews, using data insights to refine audience targeting, bidding strategies, keyword architecture, LSA service categories, and ad creatives.
- Achieved revenue growth across service-based and e-commerce brands by increasing returns through strategic campaign scaling, structured A/B testing, landing page alignment, and ongoing conversion rate optimization (CRO).

Digital Marketing Strategist

Raven & Macaw (Nigeria - Hybrid) November 2024 - April 2025

- Managed multiple client accounts by developing tailored organic and paid digital marketing strategies and content plans aligned with each brand's objectives, including service-based businesses, educational brands, and internal agency.
- Created and executed monthly social media content calendars using graphics, carousels, videos, and motion creatives to increase engagement, strengthen brand presence, and support ongoing lead-generation efforts.

DELIGHT UBA ANOZIE

GRAPHIC DESIGNER/DIGITAL MARKETING SPECIALIST

Prompt Engineering

Vanderbilt University

Digital Marketing and Business

Max Business School

Hubspot Inbound sales certification

Google Search Ads Certification

Google Display Ads Certification

Google Analytics Certification

Meta PPC certification

Hubspot Software Certification

Mailchimp Email Marketing Certification

Semrush technical SEO Certification

TOOLS

Google Analytics (Analytics)

Mailchimp (Email Marketing)

Typeform (Lead Gen)

ChatGPT/Perplexity (LLM)

Canva (Graphic Design)

Wordpress (Web design/ Management)

Hubspot (CRM)

Looker Studio (Analytics report)

Google Keyword Planner (SEO)

Ubersuggest (SEO)

Leaddyno (Affiliate Marketing)

Semrush (SEO)

Meta Ads (PPC)

Hootsuite (PPC)

Google Ads (PPC)

Google Tag Manager

Acculynx (CRM)

What Converts (CRM)

EDUCATION

B.eng Electrical Engineering

COOU, Uli, Anambra State

2016-2021

Digital Marketing Strategist

Missions1 (Nigeria - Hybrid)

September 2024- June 2025

- Grew a list of advocating partners by 210% with sensational paid advertising.
- I managed multiple organic and paid social channels and pulled traffic of over 700,000 impressions in One Month.

Digital Marketing Manager

FMG (Nigeria - On Site)

March 2023 - June 2024

- I built a detailed paid marketing funnel and generated over a thousand leads
- I managed multiple social media channels and pulled traffic of over 7 million impressions in three months.

Digital Marketing Lead

Luday AB (Sweden - Remote)

December 2023 - March 2024

- I create content and manage multiple social media accounts.
- I manage the email campaigns and grow email list using typeform and MailChimp.
- I create go-to-market strategies for multiple digital products.
- I lead and coordinate a team of digital marketing interns.
- I create marketing copy for content, SEO and also email.

Digital Marketer/ Graphic Designer

InsideNollywood (Nigeria - Hybrid)

February 2023 - December 2023

- I collaborate with blog content writers to ensure message aligns with brand.
- I conduct keyword research and ensure these are implemented into content across channels both social media and website.
- I create email campaigns and digital marketing strategies to ensure we capture new users and reduce churn rate
- I create multiple designs for the website and social media pages.

Graphic Designer/Social Media Marketer

Olfactory Perfumes (Nigeria - Remote)

November 2022-present

Blog Manager

October 2021 - November 2022

PIFMedia (Nigeria - Remote)

Digital Marketing/PPC Specialist

February 2020 - September 2021

Small Local Businesses (Nigeria - Remote)

- I ran multiple Facebook ads for local businesses to reach new customers and for the purpose of brand awareness.
- I designed the logo and built and maintained the brand identity of various local businesses I worked with.
- I discovered and connected car sellers to car buyers for local automobile businesses within my local area through local digital advertising and made profit.