

Razaq Kazeem, Digital marketer

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BusyQA

Remote, Ontario, Canada

Digital Marketing Manager

May 2021 – Present

- Monitor SEO, web traffic metrics, and user engagement to ensure content optimization.
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews.
- Manage and oversee social media accounts and campaigns.
- Suggest and implement new features to develop brand awareness.
- Stay up-to-date with current technologies and trends in social media, design tools and applications, best practices, and technologies.

Boko Digital

Remote Sidney Australia(Contract)

Performance Marketing Specialist (Google Ads, Facebook, Instagram and Tiktok) July – August 2023

- Set up a Google tag Manager account from yeh scratch.
- Set up a Google ads account from scratch.
- Manage up to 12 different ad accounts for multiple clients
- Setting up of Facebook pixels in Shopify and WordPress.
- Setting up tags and conversion actions
- Setting up audiences in Facebook, google TikTok etc

Africa's Young Entrepreneurs

Remote Randburg S.A.

Social Media manager

May 2019 – April. 2021

- Curated and created engaging content in different format and form across multiple social media channels.
- Managing over 50,000 active email database
- champion the email marketing campaign
- update all the social media pages with content and engage the audience with the meaningful post
- Develop working digital media strategy across multiple platforms
- Generate over 5,000 valid leads for the Ondo state M1ME Entrepreneurship scholarship power by A.Y.E and supported by Ondo state Government and ONDIPA.
- Increase the social media Engagement rate by 200%

Smart Deal Nigeria limited

part Time Remote Nigeria

Social Media & PPC Specialist June 2020 – Dec. 2020

- Design, develop and monitor digital media buying campaigns.
- Analyze campaign performance and compile and present detailed reports with proactive insights. Implement on-going A/B and user experience testing for ads, placements, and landing pages.
- Work with internal development and design teams to create dynamic landing pages.
- Work closely with content development teams to implement and consistently optimize campaigns. Collaborate and support internal SEO team to develop holistic approaches to digital marketing strategies. Collaborate with other internal teams to create cohesive strategies.
- Remain current on ever-changing industry best-practices.

Spark Notion Limited Remote (Contract) Nigeria Social Media Analyst Oct. 2020 – Dec. 2020

- Designed, developed and monitored digital media buying campaigns.
- Analyze campaign performance and compile and present detailed reports with proactive insights.
- Implement ongoing A/B and user experience testing for ads, placements, and landing pages.
- Work with internal development and design teams to create dynamic landing pages.
- Work closely with content development teams to implement and consistently optimise campaigns.
- Collaborate and support the internal SEO team to develop holistic approaches to digital marketing strategies. Collaborate with other internal teams to create cohesive strategies.
- Remain current on ever-changing industry best practices.

Big Field Digital

Full-Time Nigeria

Digital Marketing Specialist

Jan. 2020 – May. 2020

- Publish digital marketing content online
- Implement email marketing campaigns
- Measure digital traffic
- Monitor social media and Google Analytics
- Optimize paid advertising campaigns using SEO and other tools Report on the growth and analytics of campaigns to stakeholders Scale campaigns to maximize ROI
- Monitor project status and budget
- Conduct market research to inform campaigns
- Brainstorm and implement experiments and conversion tests
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Wild Fusion Digital Center Full-Time Nigeria Digital Internship Program Jan. 2019- April 2019

- worked on social media brief for clients such as Royco, blue band, and British councils understood the concept of social media marketing.
- good usage of google analytics, google ads, and other tools.

Education

B.tech Marine Science and Technology.

The Federal University of Technology, Akure Ondo State

2011-2016

Technical Skills

SOFTWARE

Search engine Marketing tools: Google tools (Google Ads, Analytics, Tag Manager etc.

Social Media Management tools; Sprout, Buffer, Google sheet, Canva, Facebook pixel helper, We are social, chatGPT etc.

SEO tools: Ubersuggest, SEMrush, Ahrefs etc.

METHODOLOGIES

Market Research and Analysis
Target Audience Segmentation
Content Strategy
Channel Selection and Optimization

Search Engine Optimization (SEO)
Social Media Marketing
Email Marketing
Measurement and Analytics

Interests

HOBBIES

Table Tennis
Anime
Traveling

Swimming
Technological research

LANGUAGES

English (Native)
Yoruba (Native)