

DANIEL O. IBEZIM



CONTACT

📍 Av. Corifeu de Azevedo Marques,
3597 - Butantã, São Paulo - SP,
CEP 05339-001, Brazil
☎ +5511997300648

✉ contact@mycontentleads.com
🌐 <https://www.mycontentleads.com>
in [https://www.linkedin.com/in/
daniel-o-ibezim-783b21404](https://www.linkedin.com/in/daniel-o-ibezim-783b21404)

OBJECTIVE

- Brand Growth & Engagement
- SEO & Content Optimization
- Cross-Functional Strategy
- Creative Content Writing
- Creative Content Conversion
- Data & Analytics
- Social Media Management
- Email Marketing
- Video & Multimedia Content
- UX & Web Content

SKILLS

- Sales & CRM
Salesforce | Selling & Negotiation |
Customer Service

Paid Acquisition
Facebook Ads | Instagram Ads |
Google Ads (Adwords) | YouTube
Ads

EXPERIENCE

Digital Marketing Specialist - 2022 - Present
CNG Gateways

- Grew organic traffic 40% in six months by focusing on what people actually searched for, not just keywords.

- Managed monthly ad spend across Google and Meta, consistently hitting ROAS targets without micromanaging every dollar.

- Built email sequences that customers opened because they offered value, not clutter.

- Collaborated with sales to close the loop between leads and revenue, turning data into real conversations.

Business Development Manager - 2018 - 2022
GsiPrima Ltd.

- Oversaw \$1.2M annual client portfolio, balancing profitability with genuine client care plus retention hit 92%.

- Bridged sales, finance, and delivery teams so marketing campaigns launched on time, on budget, and without last-minute fire drills.

- Negotiated vendor contracts and cut operational costs 18%, freeing up budget for creative testing.

- Led weekly P&L reviews with the founder, translating spreadsheets into clear growth moves, not just numbers.

eCommerce Agent - 2014 - 2018
Jiji Africa

- Managed product listings and order processing for a growing online store and balanced it alongside a full-time role without missing a beat.

Analytics & Testing
Google Analytics | A/B Testing
(Optimizely) | Microsoft Excel |
Google Sheets

SEO & Content
SEO | Content Writing | Content
Management (Buzzsumo, Hotjar,
Hubspot, Monday)

Design & Development
Website Design | HTML/CSS |
Graphics & Video Editing | UX/UI

Email Marketing

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REFERENCE

- **Ms. Mercy Barnabas - Director**
CNG Gateways
info@cnggateways.com
(+1) 343 639 2042

- **Mr. Ifeanyi Stephen Alakwe
(ACA, CISA) - Membership
Director**
Information Systems Audit &
Control Association, Abuja Chapter
Ifeanyialakwe@isacaabuja.org
(+234) 803 4472 628

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- Handled customer chats and emails during peak evening hours, maintaining a 4.8-star response rating and same-day replies.

- Spotted pricing errors and stock mismatches early, preventing 15+ potential cancellations.

- Collaborated with the marketing team to test limited-time bundles, helping lift weekend sales 12% on a shoestring budget.

EDUCATION

Cisco Networking Academy **2020-2023**
Diploma in Computer Science

Midrand Graduate Institute **2003-2006**
B.Sc. in Management Information
Technology

Imo State University **1999-2003**
B.Sc. in Accounting