EMMANUEL IWUALA

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PROFESSIONAL SUMMARY

Results-driven **Campaign Manager** with over 5 years of experience executing multi-channel digital marketing campaigns, content strategies, and cross-platform growth initiatives. Proven track record of leveraging data-backed audience targeting alongside high-converting multimedia assets—including custom landing pages, social media graphics, and promotional video advertisements—to optimize campaign ROI and audience engagement. Skilled in orchestrating digital operations across Meta (Facebook, Instagram), LinkedIn, and YouTube, backed by technical expertise in full-stack web development and conversion rate optimization (CRO). First Class Software Engineering graduate with strong campaign leadership and client management capabilities.

CORE COMPETENCIES

Campaign & Growth Marketing: Digital Campaign Strategy, Multi-Channel Marketing, Growth Marketing, Performance Tracking, Brand Positioning, Audience Segmentation, Campaign ROI Optimization

Social Media & Content Strategy: Content Marketing, Audience Engagement, Social Media Optimization, Channel Management (Facebook, Instagram, LinkedIn, YouTube)

Digital Media & Creative Production: Promotional Video Production (Adobe Premiere Pro, DaVinci Resolve, Filmora, CapCut), Graphic Design (Adobe Photoshop, Canva)

Web & Conversion Optimization: Campaign Landing Page Development, Front-End (HTML5, CSS3, Bootstrap), Back-End (PHP, MySQL), User Experience (UX) Optimization

PROFESSIONAL EXPERIENCE

Campaign Manager / Digital Marketing Specialist

Freelance & Contract Projects | 2019 – Present

- Strategized and deployed end-to-end multi-channel digital marketing campaigns for diverse corporate and non-profit clients, significantly expanding online audience acquisition and brand visibility.
- Managed organic and paid content lifecycles across Facebook, Instagram, LinkedIn, and YouTube, refining posting cadence, creative direction, and ad copy for maximum audience conversion.
- Engineered custom, high-converting campaign landing pages and responsive websites using HTML5, CSS3, Bootstrap, PHP, and MySQL to streamline donor and lead funnels.
- Produced and edited targeted video advertisements and campaign media assets using Adobe Premiere Pro, DaVinci Resolve, CapCut, and Filmora to enhance engagement metrics.
- Monitored campaign Key Performance Indicators (KPIs) and conversion analytics to iteratively optimize ad creative performance and maximize client return on investment (ROI).

SELECTED CAMPAIGNS & KEY PROJECTS

Gilgal Widow Orphans Charity Foundation — Digital Awareness & Fundraising Campaign

- Spearheaded a multi-channel digital campaign paired with a secure custom web deployment, expanding donor reach and driving online fundraising operations.

C.K.C Global — Multi-Channel Social Media Growth Strategy

- Directed social media strategy and content campaigns over a 5-year tenure, building sustainable online brand authority and consistent cross-platform engagement.

EDUCATION

B.Sc. in Software Engineering
Skyline University Nigeria | June 2023
First Class Honors

CERTIFICATIONS & HONORS

- **Digital Marketing Certification** – UniAthena / Cambridge Intl. Qualifications, UK
- **Hackers Certification & Week Recognition** – Skyline University
- **Community Outreach Tutor Award** – Skyline University