



Levi Wilson

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ABOUT MYSELF

I am a result-oriented, passion-driven digital marketing specialist with over 4 years of hands-on experience helping brands grow online and turn visibility into real results. From SEO and PPC to video content, paid social, and full-funnel campaigns, I've worked across industries to deliver strategies that move the needle and deliver maximum ROI.

WORK EXPERIENCE

Nexia agbo & Co (Owners of xaaki e-commerce) – UTAKO, ABUJA, Nigeria

Address: 43 ANTHONY ENAHARO STREET, UTAKO, ABUJA, 900108 UTAKO, ABUJA (Nigeria)

Digital Marketer

[01/04/2022 – 31/12/2024]

Development and execution of Digital Marketing Strategies:

Planned and implemented marketing campaigns across digital channels like email, search engines, social media, and display ads to drive traffic and sales.

SEO and SEM Management:

Conducted keyword research and optimized website content to improve organic search rankings (SEO).

Managed paid search campaigns (Google Ads, Bing Ads) to increase visibility and conversions.

Content Marketing:

Created and managed blog posts, articles, product descriptions, and landing pages to attract and engage customers. Developed engaging content that reflects the company's brand and drives conversion.

Email Marketing Campaigns:

Designed and executed targeted email campaigns to nurture leads and convert them into customers.

Tracked and analyzed open rates, click-through rates, and conversions to optimize future email content.

Conversion Rate Optimization (CRO):

Analyzed customer behavior and website performance to optimize landing pages, checkout processes, and product pages for better user experience and higher conversion rates.

Belmark Prints & Branding – Abuja, Nigeria

City: Abuja | **Country:** Nigeria

Social Media Manager

[01/07/2020 – 31/12/2021]

Developed and executed social media strategies to promote the company's printing and branding services across platforms including Facebook, Instagram, Twitter, and LinkedIn.

Created engaging and visually appealing content (graphics, videos, captions) to highlight completed projects, client testimonials, and promotional offers.

Increased page engagement and follower base by over 60% through targeted content and consistent community interaction.

Managed social media advertising campaigns, monitored performance metrics, and optimized for reach, engagement, and conversions.

Collaborated with the design and sales teams to align content with current offerings and seasonal campaigns.

Responded to customer inquiries and complaints via social media, improving customer response time and online reputation.

Tracked analytics and generated monthly performance reports to guide marketing decisions and content planning.
Data Analytics and Reporting:
Monitored website traffic, campaign performance, and key metrics using tools like Google Analytics.

Provide regular reports and actionable insights to refine strategies and drive growth.

 Rural Development & Reformation Foundation – Sapele, Nigeria

City: Sapele | Country: Nigeria
Social Media & SEO specialist

[01/01/2018 – Current]

Planned, managed, and optimized social media campaigns to promote the organization's mission, services, and impact in line with donor communication standards and brand voice.

Created and scheduled engaging, multilingual content across key platforms (Facebook, Twitter, LinkedIn, Instagram) to raise awareness and drive community engagement.

Led SEO initiatives including on-page optimization, keyword research, and backlink strategies, resulting in improved organic visibility and ranking for key service-related keywords.

Implemented social listening tools and analytics platforms to track campaign performance, user sentiment, and audience growth, reporting insights to senior management monthly.

Ran paid digital campaigns (awareness, lead generation, program recruitment) with a focus on low-budget optimization common to NGO environments.

Responded to public inquiries on digital platforms, fostering inclusive dialogue and maintaining a responsive, ethical online presence.

Trained junior staff and volunteers on basic digital marketing, content guidelines, and use of CMS and social media tools across Nigeria.

EDUCATION AND TRAINING

MSC Digital Marketing

Rennes Business School [09/09/2024 – Current]
City: Rennes | Country: France | Website: <https://www.rennes-sb.com/> | Level in EQF: EQF level 7

Bsc Physics

University of Abuja [01/01/2011 – 31/07/2017]
City: Abuja | Country: Nigeria | Website: <https://www.uniabuja.edu.ng/> | Level in EQF: EQF level 6

Diploma in Graphics & Design

Abuja School of Graphics [05/04/2016 – 31/07/2017]
City: Abuja | Country: Nigeria | Field(s) of study: Arts and humanities | Level in EQF: EQF level 4

Diploma in Digital Marketing & Communications

Youths Capacity Building School [07/12/2019 – 15/09/2020]

City: Abuja | Country: Nigeria | Level in EQF: EQF level 4

LANGUAGE SKILLS

Mother tongue(s): English

Other language(s):

French

LISTENING A2 READING A2 WRITING A2

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

SKILLS

Search Engine Marketing / Microsoft Powerpoint / adobe photoshop / Microsoft Excel / Graphics design / Crello / wordpress / Copywriting / Data Analysis / Social Media