

OGBONNA, UCHE JACOB

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PROFESSIONAL SUMMARY

Competent & experienced marketing professional with over 4 years of experience in digital marketing, product marketing, web development, content marketing, SEO, email marketing, Meta, and Google Ads. Successfully deployed marketing strategies & funnels across the B2B, SaaS, eCommerce, Real Estate, and coaching industries that have gone on to impact revenue by as much as 200%

CORE COMPETENCIES

SEO & SEM	Content Marketing	GTM Strategies
Project Management	CRM	B2C/B2B Marketing
Paid Ads (Facebook, Google, Instagram, TikTok)	Programmatic Ads	Email Marketing
WordPress/Shopify Web Design	Web Analytics	Web3 Marketing

QUALIFICATION

B.Sc Mathematics & Statistics - Ebonyi State University, Abakaliki, Ebonyi State

2012 - 2017

Certificate of Service - National Youth Service Corps (NYSC)

2019 - 2020

PROFESSIONAL EXPERIENCE

Ecommerce Technical Product Marketer (Automations) - Texture Science Labs

April 2025- January 2026

Texture science lab is the parent company for Regirlworld; Texture Science Labs is a hair science lab that develops the famous ReXI™ Lab Made Hair, engineered synthetic fiber that challenges the human hair vs synthetic paradigm.

My job here included:

- Managing and optimizing the company's Shopify storefront, including product setup, app integrations, and performance tracking.
- Setting up and maintaining automations across tools like Zapier, Klaviyo, Typeform, et al.
- Implementing and managing email and retention marketing flows (e.g., abandoned cart, re-engagement, upsell sequences).
- Collaborating with the design and engineering agencies to translate marketing ideas into working automations and digital experiences.
- Evaluate and integrate third-party apps that enhance store functionality and improve operational efficiency.
- Troubleshooting integration and workflow issues across systems (Shopify, Klaviyo).
- Support Shopify content management and ensure updates are implemented correctly.
- Create analytics reports to monitor retention performance.
- Analyze automation data to identify opportunities for improved customer retention and operational efficiency.
- Working cross-functionally with marketing, operations, and product teams to ensure a smooth technical flow across customer touchpoints.

Digital Marketing Strategist - Max Edge Communications | Lagos, Nigeria

April 2024 - March 2025

Max Edge is a leading marketing communications agency that provides maximum edge for your brand. Max Edge handles marketing, branding, and communications for clients across the FMCG, Investment, Banking, and Health industries. As the digital marketing manager, I was responsible for:

- Setting digital strategies for monthly marketing campaigns for companies like Ajinomoto Food Nigeria, Flour Mills Nigeria, Providus Bank, and their corresponding products.
- Researching products, services, and current strategies to identify new opportunities.
- Drawing up the budget for digital campaigns and ensuring we hit ROI and ROAS for budgets allocated.
- Analyzing web traffic metrics and suggesting solutions to boost web presence.
- Monitoring SEO/SEM, marketing, and sales performance metrics to forecast trends.
- Planning and executing social media and Google Ads campaigns for clients' products/services.
- Keeping up-to-date with our audience's preferences and proactively suggesting new campaigns.
- Liaising with Strategy, Design, and Content teams to optimize customer experience and ensure brand consistency on digital platforms and social media.
- Developing advertising strategies and tools to keep the digital community engaged.

- Obtaining and analyzing data using a variety of data platforms for advertising and research purposes.
- Coordinating influencer marketing relationships that are beneficial for the growth of our client's brands

Some of my highlights working for Max Edge are leading the digital campaigns for AFN products for World Hypertension Day where we went viral and communicated the health benefits of the products to a wide audience and helped change perception about the product amongst Nigerians aged 18-40. I also coordinated an influencer campaign for AFN products that leveraged the influence of over 20 top influencers in Nigeria to help communicate the brand message to a new wave of audiences we acquired through targeted online advertising campaigns.

Digital Marketing Manager - LSA HOME | Lagos, Nigeria

July 2023 - Feb 2024

LSA Home is a privately owned high-end luxury brand that sells home furnishings and accessories, including bed and bath products, home decor, and more. As the digital marketing manager, I was responsible for:

- Managing Shopify Websites. This included setting product and collection pages, working on technical issues and building pages, designing themes and working on backend issues that require coding efforts.
- Analyzing competitors' digital presence to inform strategic decisions regarding pricing, and positioning.
- Reviewing web analytics data to measure the effectiveness of digital marketing campaigns.
- Project management using ClickUp for task management.
- Assessing the impact of changes made on websites due to updates in algorithms by major search engines.
- Planning, analyzing, and optimizing campaigns across multiple digital marketing channels.
- I helped launch new products and created go-to-market strategies for new products.
- Optimizing and auditing websites to verify proper performance, visibility, and accessibility.
- Developing and implementing new digital marketing strategies based on current market trends

My biggest achievement working for LSA Home was making us visible on search engine result pages and ranking for our most profitable keywords. When I joined, we had no presence on Google. I developed strategies to rank us on local search with Google Business Profile and content and SEO strategies that made us outrank the closest competitors on our most profitable keywords.

Content Marketing Specialist - Staffaro | Lagos, Nigeria

Jan 2023 - Aug 2023

Staffaro is an impact-driven staffing agency that recruits detail-oriented and world-class offshore marketing, sales, creative, and operations talents globally who are hungry for growth into digital marketing agencies. As the content marketing specialist, I was responsible for:

- Creating engaging content for blogs, social media, and more.
- Collaborating with the team to strategize impactful campaigns.
- Tapping into industry insights for audience-centric content.
- Optimizing content for SEO to drive organic growth.
- Igniting brand awareness and lead generation through creative storytelling.
- I also created content for social media and managed social media accounts/pages
- Analyzed website traffic data through Google Analytics to identify opportunities for improvement in content performance.
- Conducted keyword research to optimize content for search engine visibility.

My biggest achievement as a content strategist for Staffaro was helping them create a content plan from scratch. This involved researching profitable keywords and creating a content cluster strategy with pillar posts and content linking to them to create an effective content topic cluster. This helped shoot the website up on SERP and also helped improve domain authority. We had our content shared on social media which helped us get more business.

Digital Marketer - The Realty Institute | Boston, MA, US

July 2022 - Nov 2022

The Realty Institute offers consultation, training, and certifications for leaders at all levels. Their commitment lies in helping individuals navigate the complexities of today's business landscape and achieve growth. As the digital marketer, I was responsible for:

- Managed marketing campaigns to cultivate brand awareness and drive website traffic.
- Managed social media, generating interest for existing and upcoming product or service releases.
- Developed and implemented successful digital marketing campaigns to increase customer engagement and brand awareness.
- Used CRM like Go High Level to build funnels landing pages and automated email sequences.
- Generated reports on key performance indicators for management review.
- Implemented pay-per-click advertising strategies across multiple channels.

- Created content for social media platforms to engage customers and encourage loyalty.
- Developed and implemented successful digital marketing campaigns to increase brand awareness.

My biggest achievement as a content strategist for Staffaro was helping create a content plan from scratch. This involved researching profitable keywords and creating a content cluster strategy with pillar posts and content linking to them to create an effective content topic cluster. This helped shoot the website up on SERP and also helped improve domain authority. Our content was shared across social media (LinkedIn), which helped us get more business.

Digital Marketing VA - Radiant Living Biz | Atlanta, Georgia. US

April 2021 - September 2025

Radiant Living Biz is an online coaching business that helps Nurses who want to transition into entrepreneurship scale their business by teaching them digital strategies they need to grow while offering digital marketing services to these businesses. We also ran an organic hair care business as a subsidiary of RLB. As a digital marketing VA:

- Created social media content with innovative brand messaging to support new product launches.
- Managed website content, managed product pages and the entire business on Shopify. This included creating pages, collections and managing product. Optimizing SEO, and tracking analytics.
- Provided technical support when needed for website issues or other platform problems.
- Created content for social media platforms to engage customers and improve sales
- Ran Meta, Google and YouTube Ads that drove traffic to our product pages

Digital Marketing VA - Productive Insights | Melbourne, Australia

Aug 2020 - Sept 2021

Productive Insights is an online coaching platform owned by Ash Roy. We help High-Achieving Professionals turn their Ideas into Secondary Income Streams. In my time as a digital marketing Virtual Assistant I:

- Created Pay-Per-Click campaigns to drive targeted traffic to the company website.
- Created social media content with innovative brand messaging to support the launch of new coaching programs.

- Implemented marketing automation tools using HubSpot and Klaviyo to automate repetitive marketing tasks.
- Helped migrate from WordPress to HubSpot and set up the HubSpot CRM from Scratch.
- I also set up the entire SEO and Content Marketing strategy for the HubSpot-hosted website.

Digital Marketing Intern - ClickFirst Marketing | Boulder, Colorado, US March

2019 - July 2019

ClickFirst Marketing is a full-service digital marketing agency based in Colorado. I connected with them through the Acadium internship program. During my time here I learned how to:

- Create engaging content for Pinterest, Facebook, and Instagram.
- Assisted marketing efforts and graphic designers with website copywriting and Canva design.
- Worked with HootSuite and Google Analytics to create reports on marketing efforts.
- Contributed to mock-ups, email campaigns, and social media content.

CERTIFICATIONS

- HubSpot Digital Marketing Certificate (2019)
- HubSpot SEO Certificate (2019)
- HubSpot Content Marketing Certificate (2019)
- Fundamentals Of Digital Marketing - Google Digital Garage (2019)
- EMarketing Institute SEO Certificate (2019)
- SpringLight Diploma in Digital Marketing (2019)
- Udemy Digital Marketing Certificate (2022)
- Udemy Product Marketing Certificate (2024)

INTERESTS

- Pop culture • History/Archaeology • Travel
- Football • Technology • Startups