**DAMINI WILLIAMS**

**Address**: Maryland. Lagos, Nigeria **Telephone**: +234 000 222 1234

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**WORK EXPERIENCE**

**Marketing Executive, ABC Limited. July 2022 - Till date**

Manage online activity in relation to design, traffic acquisition, and conversion rate optimisation across e-commerce storefronts in Nigeria and South Africa.

Run online advertising campaigns to increase brand awareness, drive online sales and other key focus metrics across Google and Meta platforms.

Carry out market research to discover new trends and technologies to improve customer experience, increase revenue and drive digital business growth.

**ADD ANY OTHER EXPERIENCES IN THE SAME FORMAT**

**EDUCATION & PROFESSIONAL CERTIFICATIONS**Masters of Science: Marketing Management **January 2022 - May 2023 University Name  
Grade: Distinction   
Award: MSC Marketing Management Outstanding Achievement Award  
Position Held: Postgraduate Brand Ambassador - Business and Law Faculty.**

Certificate in Professional Marketing (Digital Marketing) **- CIM (Chartered Institute of Marketing, UK)**

Marketing Analytics Professional Certification - **Meta & Coursera Professional Certification**

Google Analytics, Google Search, Google Shopping, Google Display, Google Digital Marketing, Google Digital Marketing for Africa - **Google Professional Certifications**

Amazon Sponsored Ads Certification **- Amazon.com**

**ADDITIONAL SKILLS & INTERESTS  
Languages:** English (Native), HTML (Fluent).

**Tools:** Shopify, WordPress, Wix, Meta Ads Manager, Google Ads Manager, TikTok Ads Manager, Amazon Vendor Central, Amazon Seller Central (Amazon FBA), Google Analytics, Mail Chimp, Convert Kit, Canva, Microsoft Office,Google Suite, Video editors, Trello, Social Media Management Software.

**Passions:** Music, taking walks and creating content around digital business growth for small businesses.