

Curriculum Vitae

EJAYETA JAY IPHEGHE

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Portfolio: <https://expressionhour.com>

PROFESSIONAL SUMMARY

Business Analyst and SEO & Visibility Expert with 7+ years of experience helping organizations make data-driven decisions, optimize processes, and increase digital growth. Skilled in business analysis, SEO strategy, and digital visibility campaigns that deliver measurable improvements in traffic, engagement, and operational efficiency. Adept at interpreting complex data, identifying opportunities for optimization, and executing solutions that align with business goals.

CORE SKILLS

- Business Analysis & Process Management
- Data Analysis & Reporting (Google Analytics, Excel, SEMrush)
- Workflow Mapping & Process Optimization
- SEO Strategy (On-page, Off-page, Technical)
- Digital Marketing & Content Strategy
- Market & Competitor Research
- CMS Management (WordPress, Wix, Squarespace)
- Conversion Rate Optimization (CRO)
- Stakeholder Collaboration & Communication
- UI/UX Design Awareness

PROFESSIONAL EXPERIENCE

IT Support & Web Communications / SEO & Visibility Analyst

Lekan Bakare Foundation (Nonprofit) | Lagos | Feb 2024 – Present

- Provided IT and web support, ensuring smooth functionality of the foundation's website and digital platforms.
- Developed and executed SEO strategies that boosted organic rankings and drove a 30% increase in web traffic.
- Conducted keyword research, competitive analysis, and technical site audits to optimize content performance.
- Maintained website content and communications, ensuring alignment with brand voice and organizational goals.

- Monitored and reported web analytics (Google Analytics, SEMrush), identifying opportunities for digital growth.
- Supported staff with troubleshooting, software updates, and system maintenance to improve productivity.

SEO & Visibility Strategist / Business Analyst (Digital Growth)

Lagos Jobs (lagosjobs.com.ng) | Lagos | May 2022 – Jan 2024

- Designed and executed SEO-focused content and visibility strategies, increasing blog readership by 25% and improving search engine rankings.
- Conducted website performance and user behavior analysis to identify gaps and optimize user experience.
- Developed targeted digital campaigns and email marketing flows to strengthen lead generation and conversions.
- Produced data-driven visibility reports for management, guiding marketing and platform growth decisions.
- Aligned SEO and digital content efforts with business objectives, resulting in higher engagement from both job seekers and employers.

Head of Content Development / SEO Strategist

Vesselnet Integrated Services (Telecoms/Solar) | Lagos | Apr 2020 – May 2022

- Led content strategy overhaul, increasing online engagement by 30% in the first quarter.
- Conducted keyword and competitor analysis to optimize visibility of products and services.
- Delivered data reports on campaign performance, guiding senior leadership decisions.
- Managed stakeholder communications to ensure content aligned with business objectives.

Digital Marketing Manager / SEO & Visibility Expert

Expression Hour (Digital Agency) | Lagos | Feb 2018 – Jan 2020

- Increased organic traffic by 35% through keyword research, SEO audits, and visibility campaigns.
- Conducted A/B testing and data analysis to refine strategies and improve conversion rates.
- Directed product design and web development projects, ensuring business alignment.
- Executed multi-channel campaigns (SEO, social, email) to strengthen client brand visibility.

Digital Marketing Manager (Contract)

CDV Properties | Lekki, Lagos | 2018

- Designed and implemented targeted digital campaigns that increased qualified leads by 35%.
- Launched SEO-driven content campaigns that boosted website traffic by 40% and social engagement by 50%.

RECENT PROJECTS

- Business Analysis & Process Management (Coursera, 2025): Built process workflow models, conducted gap analysis, and proposed optimization frameworks for a simulated organization.
- SEO Audit & Optimization (Lekan Bakare Foundation, 2024): Conducted site audit, keyword research, and technical fixes, resulting in a 30% traffic increase.

EDUCATION & CERTIFICATIONS

- B.Sc. Management, University of Port Harcourt (2009 – 2013)
- Pre-degree, Linguistics & Communication, Uniport (2008)
- Business Analysis & Process Management, Coursera Project Network (2025)
- UI/UX Designer Certification, Great Learning (2024)
- SEO Expert Certification, Semrush Academy (2023)
- Fundamentals of Digital Marketing, Google (2019)
- Digital Marketing Diploma, Shaw Academy, Ireland (2017)

OTHER INFORMATION

- Languages: English, Urhobo
- Hobbies: Reading, Writing, Networking, Creative Discussions
- References: Available upon request