

IPHEGHE, EJAYETA JAY

Email: saintjay5050@gmail.com | **Phone:** (+234) 7068612029 | **Location:** Festac, Lagos

Portfolio Link: <https://expressionhour.com/portfolio>

PROFESSIONAL SUMMARY

Results-oriented SEO Specialist, Content Writer, and Digital Marketing Strategist with extensive experience in creating high-performing content and implementing data-driven strategies to boost brand visibility, organic traffic, and engagement. Adept at managing SEO campaigns, crafting compelling content across diverse industries, and optimizing digital marketing efforts to achieve measurable growth. Proficient in keyword research, WordPress management, marketing analytics, and integrated marketing strategies, ensuring alignment with organizational goals and audience needs.

CORE COMPETENCIES

Search Engine Optimization (SEO)

SEO Strategy & Implementation • On-Page & Off-Page Optimization • Technical SEO • Keyword Research & Competitor Analysis • Link Building & Outreach • SEO Audits • Schema Markup • Organic Traffic Growth

Content & Digital Marketing

Content Creation & Optimization • Blogging & Copywriting • Content Marketing • A/B Testing • Conversion Rate Optimization (CRO) • Social Media Integration • Email Marketing Campaigns

Web Design & Development

Website Design & Management • CMS Platforms: WordPress, Shopify, Webflow, Wix, Squarespace • Basic Knowledge of HTML & CSS • UI/UX Optimization • Website Performance Enhancement

Analytics & Reporting

Google Analytics • Google Search Console • SEMrush • Ahrefs • Data Interpretation • SEO Reporting • KPI Monitoring

PROFESSIONAL EXPERIENCE

IT Support & Website Manager

Lekan Bakare Foundation (www.lekanbakarefoundation.org) | Lagos

Feb. 2024 – Present

- Created user-friendly site layouts with intuitive navigation to enhance engagement.
- Revamped outdated website pages to improve speed, security, and SEO performance.
- Developed and executed SEO strategies that improved organic search rankings and drove a 30% increase in traffic.
- Conducted in-depth keyword research and competitive analysis to optimize website content and blog posts.

- Monitored site performance using Google Analytics and SEMrush, identifying areas for improvement.
 - Collaborated with cross-functional teams to align content marketing and SEO efforts with organizational objectives.
-

Growth Strategist

Lagos Jobs (www.lagosjobs.com.ng) | Lagos

May 2022 – Jan. 2024

- Produced engaging, SEO-optimized content for the company blog, increasing readership by 25%.
 - Designed and implemented content strategies to attract job seekers and employers, driving higher engagement.
 - Utilized data analytics to identify content gaps and improve site structure and performance.
 - Developed targeted email marketing campaigns integrated with blog content to nurture leads and boost conversions.
-

Content Development Lead

Vesselnet Integrated Services (vesselnetintegrated.com) | Lagos

April 2020 – May 2022

- Led a team of content creators in developing SEO-optimized blog posts and web copy.
 - Enhanced search engine rankings by implementing on-page and off-page SEO techniques.
 - Conducted outreach for link-building opportunities, increasing domain authority and referral traffic.
 - Designed and executed a comprehensive content strategy aligned with business objectives.
-

Digital Marketing & SEO Specialist

Expression Hour (expressionhour.com) | Lagos

Feb. 2018 – March. 2020

- Increased organic website traffic by 35% through keyword optimization and high-quality content creation.
 - Monitored site speed, mobile responsiveness, and technical SEO using analytics tools.
 - Created and managed SEO-focused blogs, enhancing site authority and engagement.
 - Developed and executed digital marketing campaigns across multiple channels, including social media and email marketing.
 - Conducted A/B testing to refine strategies and improve campaign effectiveness.
-

EDUCATION & CERTIFICATIONS

- **B.Sc. in Management**, University of Port Harcourt 2009 - 2013
- **Pre-degree Certificate in Linguistics & Communication**, University of Port Harcourt 2008
- **Business Analysis & Project Management**, Coursera Project Network2025
- **UI/UX Designer Certification**, Great Learning 2024
- **SEO Expert Certification**, Semrush Academy 2023
- **Fundamentals of Digital Marketing Certification**, Google 2019
- **Digital Marketing Diploma**, Shaw Academy, Ireland 2017

OTHER INFORMATION

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