



GODWIN TERHEMBA APEGBA



MARKETING AUTOMATION

CREATIVE & BRAND MARKETER

WEB & GRAPHIC DESIGNER

BUSINESS DEVELOPMENT & RESEARCH

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www.godwinapegba.com

PROFESSIONAL SUMMARY

I am a digital marketer and communication expert with a creative mind, I pride of more than 5years experience researching and implementing solutions for companies in the various industries I have worked for, with a Master's degree in Marketing and communications I have a track record of successfully building and leading business to their potentials. I have had the opportunity to share my expertise on diverse projects range. Conceptualized and managed large marketing campaigns budgets.

CORE COMPETENCIES: Marketing Automation, Marketo, on24, Webinar, Event Marketing, SFDC, Creative Marketing, Business Development professional and digital designer in all business and marketing processes which includes: Product Branding, Project Management, Search Engine Optimization, Market Analytics, Social Media Marketing, Market Research. Leads Generation, Retention and Conversion.

WORK EXPERIENCE

MARKETING AUTOMATION SPECIALIST

November 2019 - Present

GENPACT SERVICES - BUDAPEST (HUNGARY)

Business Sector: Marketing Operation | Services

- Project-manage more than 50 on24 event campaigns(webinars) and a key contact person for issues related to on24/Marketo event manager sync support.
- Build scalable marketing programs through automation that drive revenue growth, using best email marketing practice in the various industries.
- Segment lists based on behavior like past email engagement and website interactions (open rate, downloads, site page visits etc.).

Keywords: Marketing Automation, Marketo, Bizible, on24, Zoom, gotoWebinar, Salesforce, Gooddata, Email Marketing, Landing Pages, Performance Reporting, A/B Testing, Customer Segmentation.

MARKETING MANAGER

February 2018 - November 2019

ANOG GROUP - BUDAPEST (HUNGARY)

Business Sector: Petroleum | Renewable Energy

- Set clear team goals and KPIs
- Effectively initiated the joint venture agreement between ANOG ENERGY and SAPELE POWER solar renewable energy project.



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Adobe
Certified Professional
MARKETO ENGAGE
BUSINESS PRACTITIONER

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ADDITIONAL SKILLS

B2B and B2C Marketing

Market Research

SEO

Email Marketing

Social Media Marketing

Digital Marketing

Photoshop

Indesign

Premiere

After Effect

Muse

Wordpress

Bootstrap Studio

Coding

HTML, CSS, JS, Bootstrap

Content Marketing

CRM (Hubspot)

Project Management

Leadership and Teamwork

- Collaboratively worked closely with the chairman and the senior management team to maximize global B2B opportunities.
- Oversaw day-to-day teams operations and performance of 3 junior business analyst at the Budapest head office which raised business inquiries by 50%.
- On a rolling weekly basis, I am functionally responsible for the digital marketing, internal and external memo, and the creative direction of the organization's brand.
- Discovered training needs and provided coaching and team building activities.
- Listened to team members feedback and resolved any issues or conflicts.
- On a rolling weekly basis, responsible for the digital marketing, external relationships, internal and external memo reports, and the creative direction of the organization's brand.

Keywords: Marketing Analytics, New Product Marketing, Brand Tracking, Budget Execution, Presentation, B2B marketing, Marketing Sizing, Proposal Writing, A/B Testing, Customer Segmentation

CREATIVE DIRECTOR

May 2016 - Present

KREATIVEWIN - BUDAPEST (HUNGARY)

Business Sector: Digital Marketing Agency

- Providing fresh ideas, creative and innovative concepts to help build brands
- Design media contents for clients based on their specifications have had more than 25+ happy clients, designed and managed 15+ websites, created 20+ logos.
- Oversaw all creative development including but not limited to advertising campaigns, event design, social media, email marketing and sales collateral.

Keywords: Adobe Creative Suite CC (Photoshop, Illustrator, Indesign, Premiere, After Effect, Muse) Filmora, HTML, CSS, wordpress, wix, Marketing Analytics, Inbound, Sales, CRM (Hubspot), Presentation,

MARKETING MANAGER

September 2017 - January 2019

STAMEGNA MGT. - BUDAPEST (HUNGARY)

Business Sector: International Trade | Events

- Engaged with the marketing team to maintain consistency and quality of all published materials.



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WEB & GRAPHIC DESIGNER

BUSINESS DEVELOPMENT & RESEARCH

- Assisted customers with detailed preparations materials (Brochure, Name tags and presentation kits) for quarterly upcoming food and health events.
- Created Social Media Ads design and set-up i.e. Facebook, Instagram, LinkedIn, Google Ads to meet platform dimensions and requirement.

Keywords: Marketing Analytics, Inbound, Sales, CRM (Hubspot), Presentation, HTML Landing pages, Leads Generation, Design, A/B Testing, White paper and Competition research analysis.

MARKETING & INNOVATION (INTERNSHIP)

February 2017 - August 2017

WATT AGENCY - ROME (ITALY)

Business Sector: Marketing | Advertising Agency

- Engaged with the marketing team to maintain consistency and quality of all published materials online and offline.
- Responsible for customer acquisition, brand awareness, strategic marketing and employee engagement.
- Daily, liable for the Inbound and outbound marketing towards building a creative organization brand.
- Accountable for Designing and analysing landing pages using marketing techniques to increase leads.
- Responsible for the design social media Ads i.e. Facebook, Instagram, LinkedIn.

Keywords: Marketing Analytics, Inbound and Outbound Marketing, Trello, CRM (HubSpot), Marketing Plan, HTML Landing pages, Leads Generation, Design, A/B Testing, Press kits and Competition research analysis.

PRODUCT & BUSINESS DEVELOPMENT (INTERNSHIP)

October 2016 - January 2017

AWESOME SHIELD UG - BERLIN (GERMANY)

Business Sector: Computers | Software

- Constant product and user testing sessions to get product feedback and monitor customer behaviour.
- Assist new product and strategic sales planning operations at Maker Faire Rome 2016 which the team exceed sales expectation by 40%

Keywords: Marketing analytics, HTML Landing pages, Kick-starter Campaign, Content -writing, Social Media Marketing, E-mail Content Creation.



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EDUCATION

- 2017 ROME BUSINESS SCHOOL
ROME, ITALY
Marketing and Communications (M.Sc.)
- 2017 ROME BUSINESS SCHOOL
ROME, ITALY
International Human Resources (M.Sc.)
- 2010 USMANU DANFODIYO UNIVERSITY
SOKOTO, NIGERIA
Economics (B.Sc. Ed)

CERTIFICATIONS

- 2020 ADOBE
Marketo Certified Associate (MCA)
License No: 31CK7G1C2JVE18G8
- 2019 GOOGLE ANALYTICS
Google Analytics Individual Qualification
License No: 57170191
- 2019 GOOGLE ADS
Google Ads Search Certification
License No: 57168144
- 2019 GOOGLE CREATIVE
Creative Certification Exam
License No: 57193404
- 2019 GOOGLE FUNDAMENTALS
Fundamentals of Digital Marketing
License No: PVP AP7 Q85
- 2019 HUBSPOT INBOUND MARKETING
Inbound Marketing Certification
License No: 24-7955544-1557364757604
- 2019 HUBSPOT SOCIAL MEDIA
Social Media Certification
License No: 29-7955544-1558286225591

REFERENCES

Available upon request.

I confirm that all information stated in this resume is correct and complete to the best of my knowledge. I allow for validation of the information provided in this resume.