

ed Professional
TO ENGAGE
BUSINESS PRACTITIONER

GODWIN TERHEMBA APEGBA

Marketing Automation & Technology
Marketing Operations

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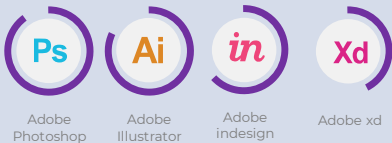
🏠 Prater utca 59 Budapest, HUNGARY

HOBBIES



LANGUAGE

English ● ● ● ● ●



PROFESSIONAL SUMMARY

I'm a seasoned Marketing Automation Expert and digital marketer renowned for my innovative thinking. With an impressive background spanning over 5+ years, I've meticulously crafted and executed solutions for B2B companies across diverse industries. My unwavering commitment to elevating B2B marketing operations has become a driving force behind my journey.

In my quest to stay ahead of the curve, I've continuously pursued a range of marketing certifications, ensuring that my expertise remains aligned with the latest industry trends.

Let's connect and explore how I can contribute to your organization's triumph.

CORE COMPETENCIES

Marketing Automation Technology, Marketo, Pardot, Eloqua, Hubspot, Demandbase, Jira, Splash, gotoWebinar, on24, Teams, Webinar, Event Marketing, Salesforce, Marketing Cloud, Creative Marketing, Business Development professional and digital designer in all business and marketing processes which includes: Product Branding, Project Management, Search Engine Optimization (SEO), WordPress, Market Analytics, Social Media Marketing, Market Research. Leads Generation, Retention and Conversion +more.

WORK EXPERIENCE

Senior M&C Marketing Automation Expert • 2021 – Present

ERICSSON – BUDAPEST (HUNGARY)

Business Sector: Telecommunication | Services

- Strategize and uphold campaign pathways that effectively guide prospects along the customer journey, ultimately culminating in sales-ready status.
- Align campaign configurations and workflows with the overall platform structure and lead flow/scoring strategies.
- Function as the go-to technical resource for troubleshooting Marketo-related matters and campaign intricacies.
- Enhance the repository of Marketo best practices, contributing to the collective knowledge base of the team.
- Collaborate with the Associate Digital Marketing Director to establish and sustain comprehensive closed-loop marketing reports, facilitating comprehensive insights into the efficacy of marketing programs and channels.

Keywords/Tools:

Marketo, Splash, Demandbase, Salesforce, Pipetool, Jira, Bizible, on24, Zoom, A/B Testing, Data Normalization, Customer Segmentation, Whitepaper, Reporting, A/B Testing, Revenue Explorer, Deliverability tool.



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Marketing Automation & Technology
Marketing Operations

ADDITIONAL SKILLS

Marketing Cloud

Salesforce

Marketo

Eloqua

Emarsys

Hubspot

Demandbase

Splash

On24

Jira

Agile/Scrum project methodologies

PowerBI (Beginner)

B2B and B2C Marketing

Search Engine Optimization (SEO)

Email Marketing

Social Media Marketing

Digital Marketing

Photoshop

Indesign

Premiere

After Effect

Wordpress

HTML, CSS, JS, Bootstrap

Content Marketing

Project Management

Team Lead

Consultant - Marketing Automation (Pardot)

• 2022 - 2023

UPONOR - FRANKFURT (GERMANY)

Business Sector: Wholesale Building Materials | Cooling and Heating

- Draw-out Pardot complex journeys through various Engagement Programs.
- Day-to-day email template creation, content configuration, personalization, sender profile setup and test send validations.
- Create landing Pages with personalization and dynamic content to be used for various marketing purposes/targets.
- Communicate/Present campaign reports and roll out campaign plans for email send outs.

Keywords/Tools:

Marketing Automation, Engagement studio, Pardot, Email marketing, Landing pages, Presentation, B2B marketing, A/B Testing, Customer Segmentation.

Marketing Automation Specialist

• 2019 - 2021

GENPACT - BUDAPEST (HUNGARY)

Business Sector: Marketing Operation | Services

- Oversee the successful execution of over 100 ON24 event campaigns (webinars), assuming the role of primary contact for any ON24/Marketo event manager sync-related concerns.
- Develop and implement scalable marketing initiatives using automation techniques, fostering revenue growth. Implement industry-leading email marketing practices across diverse sectors.
- Conduct ongoing A/B tests and optimize smart lists to refine and elevate the marketing automation workflow.
- Employ behavioral segmentation strategies, leveraging factors such as past email engagement and website interactions (including open rates, downloads, and site visits) to tailor audience lists effectively.
- Craft lead capture forms, landing pages, and thank-you pages that bolster acquisition and demand generation efforts, effectively expanding customer outreach and driving revenue.
- Generate daily campaign performance reports, facilitating process evaluation for each campaign initiative.

Keywords/Tools:

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



GODWIN TERHEMBA APEGBA

Marketing Automation & Technology
Marketing Operations



Creative Marketing Specialist

• 2017 - 2019

STAMEGNA MANAGEMENT – BUDAPEST (HUNGARY)

Business Sector: Wholesale Building Materials | Cooling and Heating

- Crafting and analyzing landing pages through strategic marketing techniques to enhance lead acquisition.
- Devising and implementing designs for social media advertisements across platforms including Facebook, Instagram, LinkedIn, and Google Ads.
- Regularly producing event materials on a quarterly basis, encompassing items such as brochures, name tags, and press walls, to ensure seamless upcoming event experiences.

Keywords/Tools:

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

WORK EXPERIENCE

ROME BUSINESS SCHOOL

• 2017

ROME, ITALY

Marketing and Communications (M.Sc)

ROME BUSINESS SCHOOL

• 2017

ROME, ITALY

International Human Resources (M.Sc)

USMANU DANFODIYO UNIVERSITY

• 2017

SOKOTO, NIGERIA

Economics (B.Sc. Ed)

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.