FIDELIS OKORO

Digital Marketing and Communications Specialist.
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PROFESSIONAL PROFILE

Results-driven Digital Marketing and Communications Specialist with experience developing and executing integrated marketing strategies, digital campaigns, and audience engagement initiatives for organizations across the United States and Nigeria. Experienced in content strategy, demand generation, email marketing, webinar and virtual event coordination, SEO, paid advertising, and digital communications. Proven ability to translate complex information into compelling content, manage cross-functional campaigns, and engage diverse international audiences. Skilled in campaign performance analysis, audience segmentation, conversion optimization, and data-driven reporting using Google Analytics 4, Mailchimp, HubSpot, Google Ads, and Meta Ads. Brings strong analytical thinking, creative communication, and international nonprofit marketing experience to drive audience acquisition, engagement, and measurable organizational growth.

CORE EXPERTISE

Digital Marketing Strategy | Growth & Demand Generation | Integrated Campaign Management | Content Strategy & Digital Communications | Audience Acquisition & Engagement | Email Marketing & Automation | Lead Generation & Nurturing | Webinar & Virtual Event Management | Product Communications | Social Media & LinkedIn Strategy | SEO & Content Marketing | Google Ads & Meta Ads | Marketing Analytics & Reporting | CRM & Marketing Automation | Copywriting & Storytelling | Content Development | Team Collaboration

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | SEO, Website & Growth Lead
AfriGenetry Link | United States (Remote) | **March 2025 – October 2026**
Previously: Volunteer Social Media Manager | January 2025 – February 2025

- Led the organization's digital marketing and communications strategy, planning and executing integrated campaigns across social media, email marketing, SEO, paid advertising, website content, webinars, and virtual events to increase brand visibility, audience acquisition, and stakeholder engagement.
- Developed and managed multi-channel marketing campaigns for educational programs, public engagement initiatives, and organizational events, overseeing campaign planning, audience targeting, messaging, content production, distribution, and performance optimization.
- Managed email marketing and newsletter campaigns using Mailchimp, including audience communications, content development, campaign scheduling, distribution, and performance analysis.
- Planned, promoted, and coordinated 12+ webinars, livestreams, and virtual events**,** overseeing speaker coordination, registration, promotional campaigns, event communications, technical production, and audience engagement through Eventbrite and StreamYard.
- Directed content strategy and digital communications, translating complex topics into compelling website content, newsletters, social media campaigns, educational materials, and promotional assets.
- Managed social media strategy and audience development, overseeing editorial calendars, content publishing, community engagement, platform optimization, and performance monitoring.
- Planned, managed, and optimized paid advertising campaigns across Google Ads and Meta Ads, with access to $10,000 monthly Google Ad Grants allocation**.**
- Led website management and SEO initiatives to strengthen organic search visibility and digital engagement.
- Monitored and analyzed marketing performance using Google Analytics 4, Google Search Console, Meta Ads Manager, and Mailchimp, preparing campaign reports, performance summaries, and data-driven recommendations for organizational leadership.
- Collaborated with executive leadership, program teams, and creative professionals to align marketing objectives. Oversaw digital creative production and marketing operations, coordinating visual content, promotional materials, editorial workflows, campaign schedules, and cross-functional deliverables within a remote international team.

Digital Marketing Specialist | Paid Advertising & SEO
Elites Solar World | Nigeria (Part-time Contract) | July 2025 - Present

- Developed and executed digital marketing strategies focused on customer acquisition, lead generation, product awareness, and conversion optimization through paid advertising and organic search initiatives.
- Planned, launched, and managed multi-channel product advertising initiatives, overseeing Meta Ads campaigns, audience targeting, campaign structuring, creative development, budget allocation, and performance optimization.
- Developed and optimized lead generation campaigns, monitoring cost per conversation, audience response, and campaign performance to identify high-performing products and scale.
- Created product-focused marketing messages, advertising copy, and creative strategies, translating technical solar product features into clear, compelling value propositions tailored to customer needs and purchasing motivations.
- Monitored and analyzed campaign performance, conducting creative testing, optimization, and performance evaluations to improve conversion efficiency and inform marketing decisions.
- Developed a 90-day SEO strategy covering technical SEO, keyword research, competitor analysis, product page optimization, content improvements, and local search visibility to strengthen organic audience acquisition.
- Prepared periodic performance reports and actionable recommendations, collaborating with business management to align campaign execution, product priorities, marketing investments, and customer acquisition objectives.

Social Media & Content Marketing Specialist | Independent Contractor
FOREVER LEGAL | United States (Remote) | Contract As Needed | October 2025 - Present

- Developed and executed content marketing and digital communications initiatives, producing SEO-optimized articles, social media content, educational carousels, video scripts, and promotional content to strengthen brand visibility, audience engagement, and content discoverability across digital platforms.
- Led editorial content development for THE ELITE BLOG and FOREVER INSIDER, translating complex legal and cultural topics into compelling, accessible communications while collaborating with legal professionals to maintain brand consistency, editorial accuracy, and audience relevance.

Founder & SEO Strategist | Independent Venture
VEKSRA | Nigeria | Founded 2026

- Founded and developed an SEO-focused digital marketing agency, establishing its brand positioning, service offerings, website, and growth strategy while executing digital marketing initiatives across SEO, content marketing, social media, LinkedIn thought leadership, and audience acquisition.
- Conducted technical SEO Audits, Keyword research, competitor analysis, and local search assessments while developing conversion-focused website strategies, SEO-optimized content, marketing campaigns, editorial calendars, and performance measurement frameworks to strengthen digital visibility, audience engagement, and lead generation opportunities.

Social Media Manager
Mike O. Okoro | November 2024 – February 2025

- Planned and executed content across social media platforms, developed content calendars, audience-focused copy, visual storytelling, and account activity.

Digital Marketer
Arise and Achieve | October 2022 – March 2024

- Managed WordPress educational content, researched keywords with Ahrefs, optimized articles and internal links, and reviewed contributor drafts.
- Organized editorial calendars and publication workflows through Trello, improving consistency, clarity, and search discoverability.

PLATFORMS AND TOOLS

Marketing Analytics & Reporting: Google Analytics 4 (GA4), Google Search Console, Google Tag Manager, Looker Studio, Meta Ads Manager, Microsoft Excel, Google Sheets
Email Marketing & CRM: Mailchimp, HubSpot
Paid Advertising & Campaign Management: Google Ads, Google Ad Grants, Meta Ads (Facebook & Instagram)
SEO & Website Management: WordPress, Yoast SEO, Semrush, Ahrefs, Screaming Frog, Ubersuggest
Social Media & Content Management: LinkedIn, Facebook, Instagram, TikTok, YouTube, X, Buffer
Webinars & Virtual Events: Eventbrite, StreamYard, Zoom
Creative & Content Production: Canva, CapCut, Adobe Premiere Pro, Google Workspace, Microsoft PowerPoint
Project Management & Collaboration: Trello, Asana, ClickUp, Notion, Slack

EDUCATION

Bachelor of Arts in Philosophy | Imo State University, Owerri | September 2020 – September 2024
Academic foundations include research, critical reasoning, logic, ethics, and analytical writing.

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

- HubSpot Academy: Digital Marketing; Content Marketing; SEO; Social Media Marketing II.
- Semrush Academy: Technical SEO and AI Search Essentials; Off-Page SEO and AI Search Essentials; AI Visibility Essentials; Mastering Digital PR.
- Google and Coursera: Tools of the Trade Linux and SQL, May 2026; foundational Linux, command-line, SQL, and relational database skills.
- USM: High Level Social Media Management, 2024. Udemy: The Complete Copywriting Course, 2024. ALX: Virtual Assistant Program, 2024.

LEADERSHIP AND COMMUNITY PARTICIPATION

- Aspire Leaders Program: selected participant, Cohort 4, 2026.
- The 50 Percent: accepted participant, Young Person’s Guide to Systems Change, 2026.
- Satellite Magazine, Seat of Wisdom Seminary, Owerri: editorial crew member, 2020–2024.
- National Association of Philosophy Students: member, 2020–2024; participated in the 2022 NAPSI symposium on philosophy and nation building.

ADDITIONAL INFORMATION

Country of residence: Nigeria
Language: English - fluent
Available for full-time remote work and international time-zone collaboration.