

FIDELIS OKORO

Digital Marketing & SEO Specialist

Search. Strategy. Measurable growth.

SEO / Paid media / Analytics / Content / Digital operations

COMPLETED AFRIGENETRY LINK ENGAGEMENT + COMPLETE PRIOR WORK

A clear view of the work.

A comprehensive portfolio of practical marketing work, supported by platform screenshots, planning systems and original project evidence.

01 / Professional overview

Background, contribution and the scope of the completed AfriGenetry Link engagement.

02 / AfriGenetry Link evidence collection

127 submitted screenshots, organized by discipline and annotated individually.

03 / Complete original portfolio

All 51 original pages retained, including other clients, credentials and feedback.

Use the PDF bookmarks to move between disciplines and individual evidence pages.

Strategy connected to execution.

I help organizations improve how they are found, how they communicate and how they turn audience interest into meaningful action. My work spans SEO, paid advertising, content, email, social media, website management and performance reporting.

I combine research and planning with hands-on implementation: building campaigns, publishing content, maintaining websites and reviewing the data that informs the next decision.

CORE PRACTICE

Search & website visibility

Campaign acquisition

Content & communications

Measurement & reporting

Project coordination

AfriGenetry Link

Digital marketing, communications & operations

My work supported the organization’s heritage, health and community mission across search, paid media, social channels, newsletters, website publishing and event communications.

PLAN	DELIVER	MEASURE
Keyword research, content calendars, campaign materials and task coordination.	Google Ads, Meta, Eventbrite, Mailchimp, Wix, social publishing and live production.	GA4, Search Console, channel analytics, website reports and campaign monitoring.

The collection includes earlier African Ancestry Link (AAL) branding and later AfriGenetry Link (AGL) branding. Original labels remain visible in the evidence.

Context makes the evidence useful.

Reporting snapshots

Metrics belong to the dates, filters and definitions shown in each screenshot. Different windows are presented separately.

Baseline and diagnostic work

Before views, audits and issue reports document the starting point or a review. They do not by themselves demonstrate a resolved issue or growth.

Campaign and event measurement

Clicks, views, events, registrations and attendance are distinct measures. Account cost and conversion totals should be read within the platform context.

Complete record

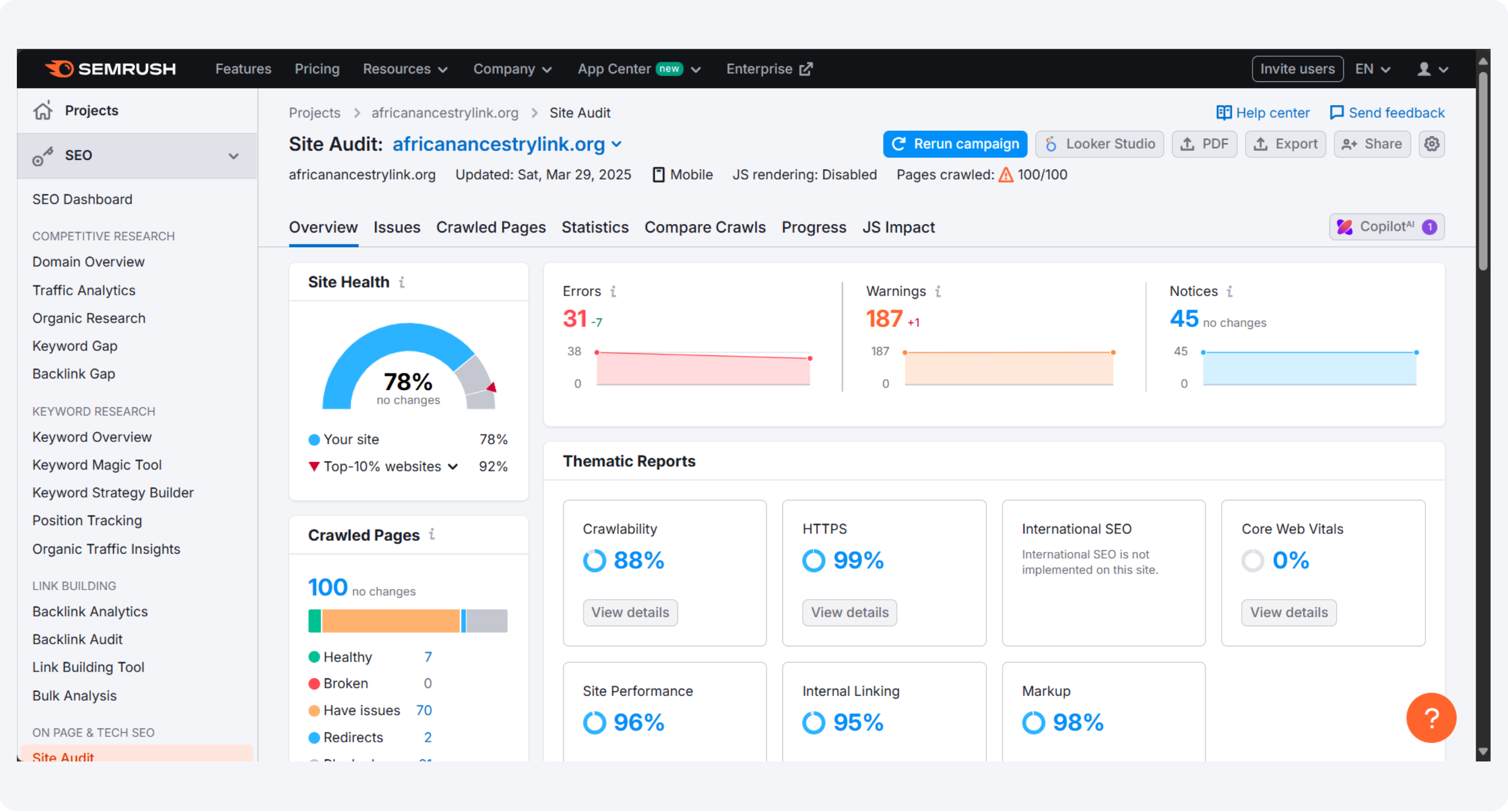
Every submitted image is included. Related or repeated views remain as separate records, alongside the complete original portfolio.

01

SEO & search visibility

Search research, technical diagnostics, on-page settings and the evolving visibility of the website.

Technical SEO audit



WORK DEMONSTRATED

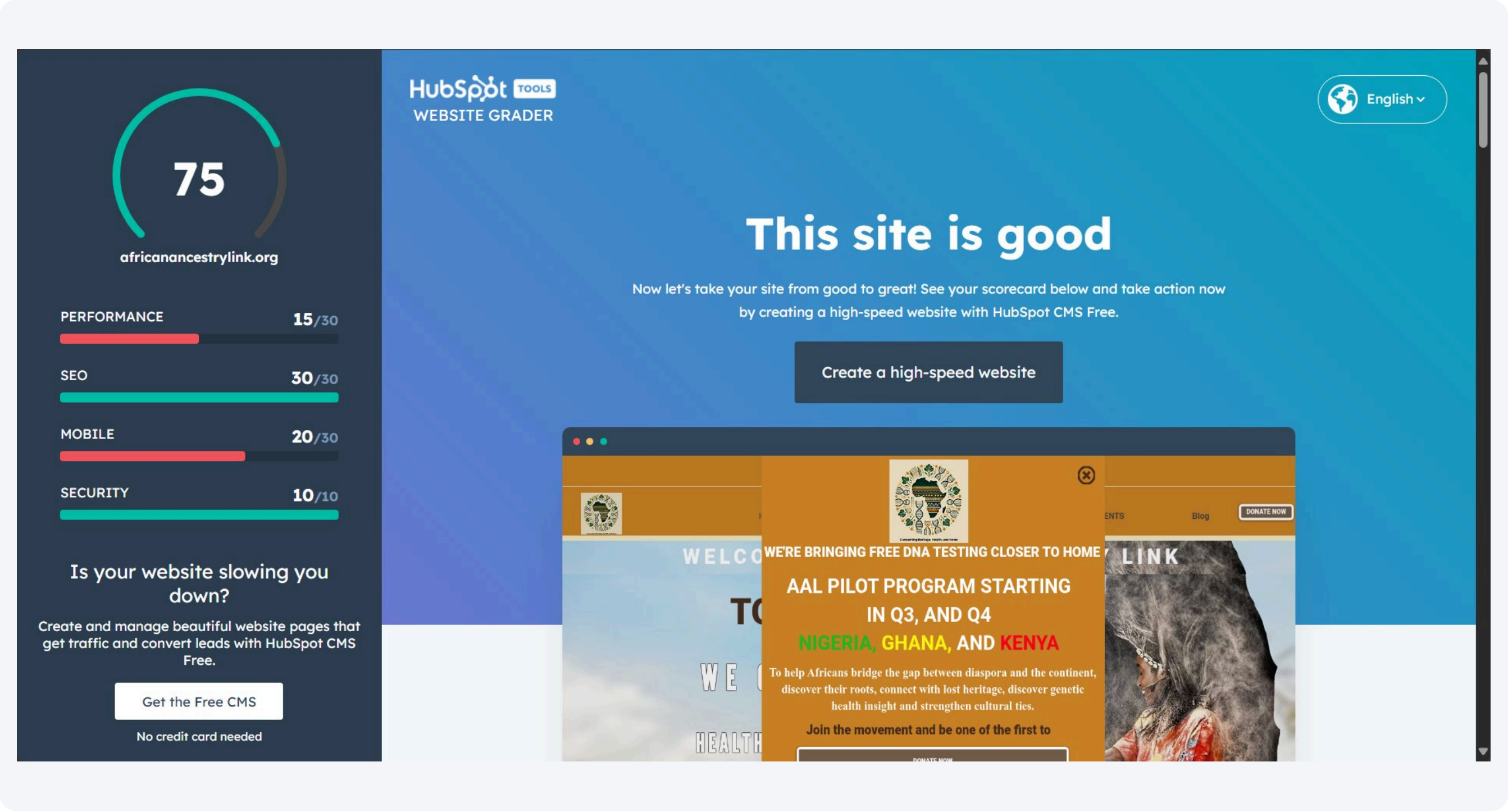
Semrush site-health diagnostics provide a structured view of errors, warnings and technical priorities.

EVIDENCE RECORD

010 / 127 submitted screenshots

AAL SEO site audit.png

Website performance baseline



AAL Website Grader (BEFORE).png

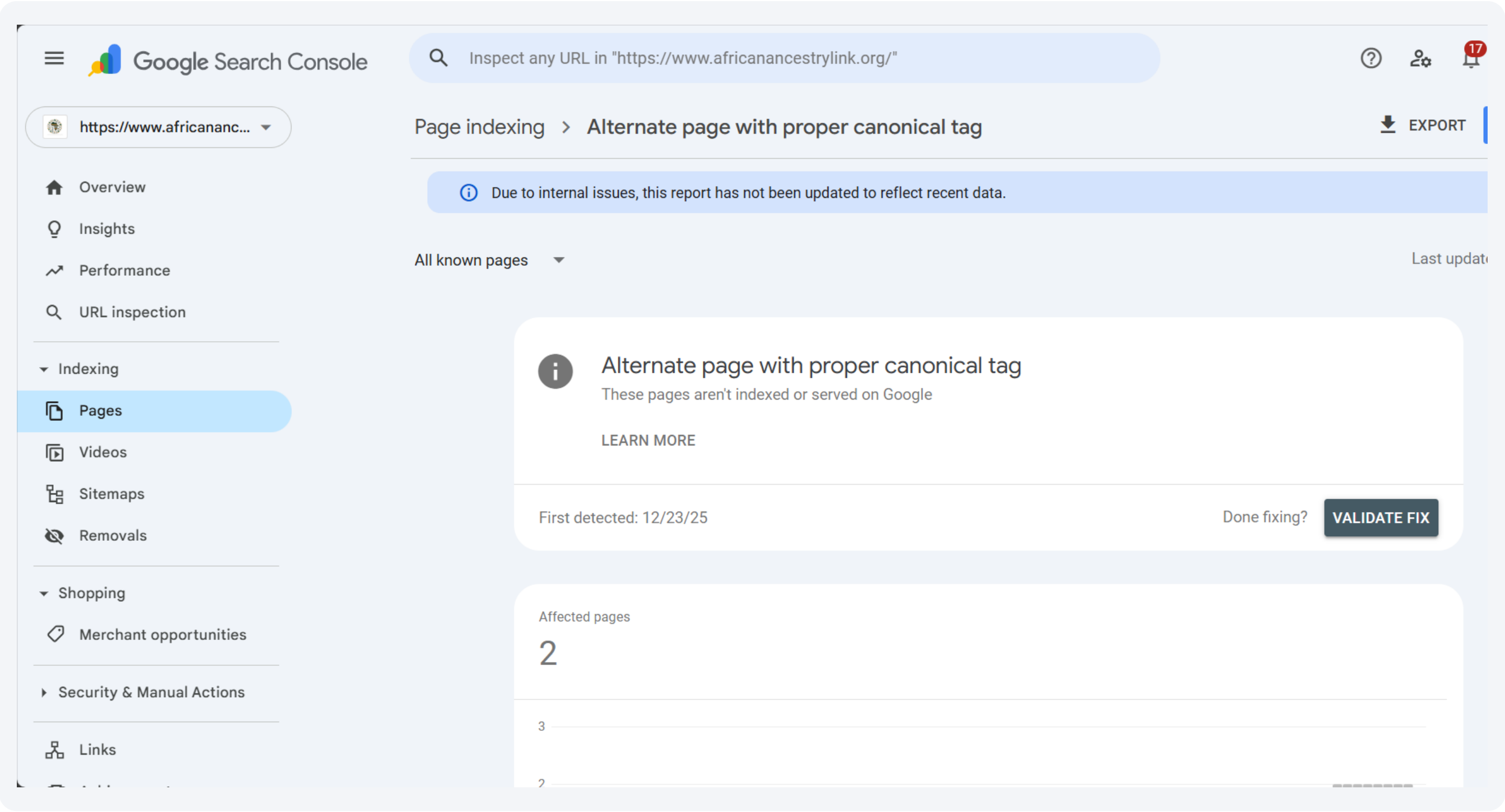
WORK DEMONSTRATED

The Website Grader report records an earlier diagnostic baseline across performance, SEO, mobile and security.

EVIDENCE RECORD

012 / 127 submitted screenshots

Canonical indexing review



Google Search Console (Canonical Tag) AAL.png

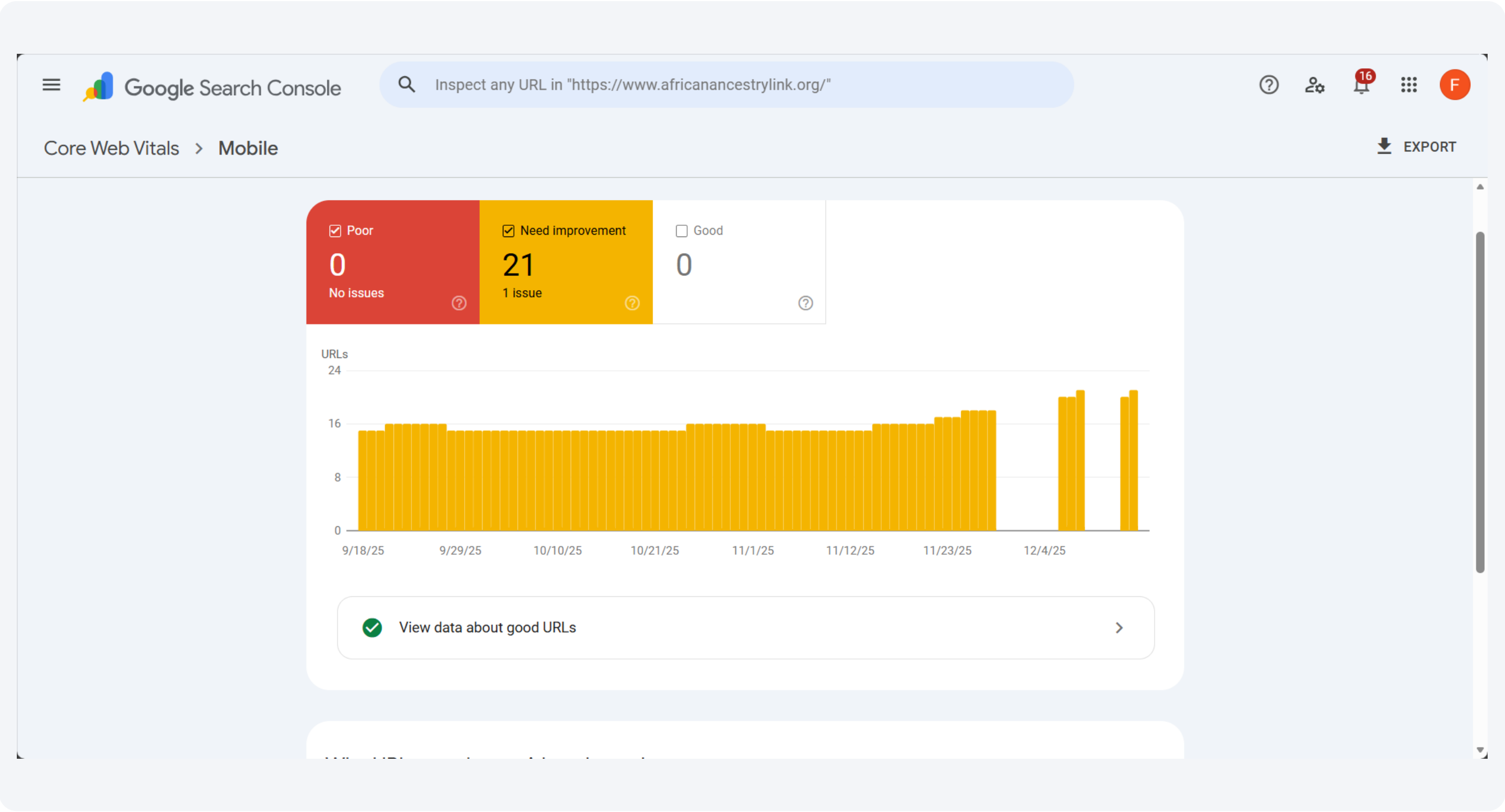
WORK DEMONSTRATED

Search Console identifies alternate pages with proper canonical tags. This documents an indexing classification for review.

EVIDENCE RECORD

095 / 127 submitted screenshots

Mobile Core Web Vitals status



WORK DEMONSTRATED

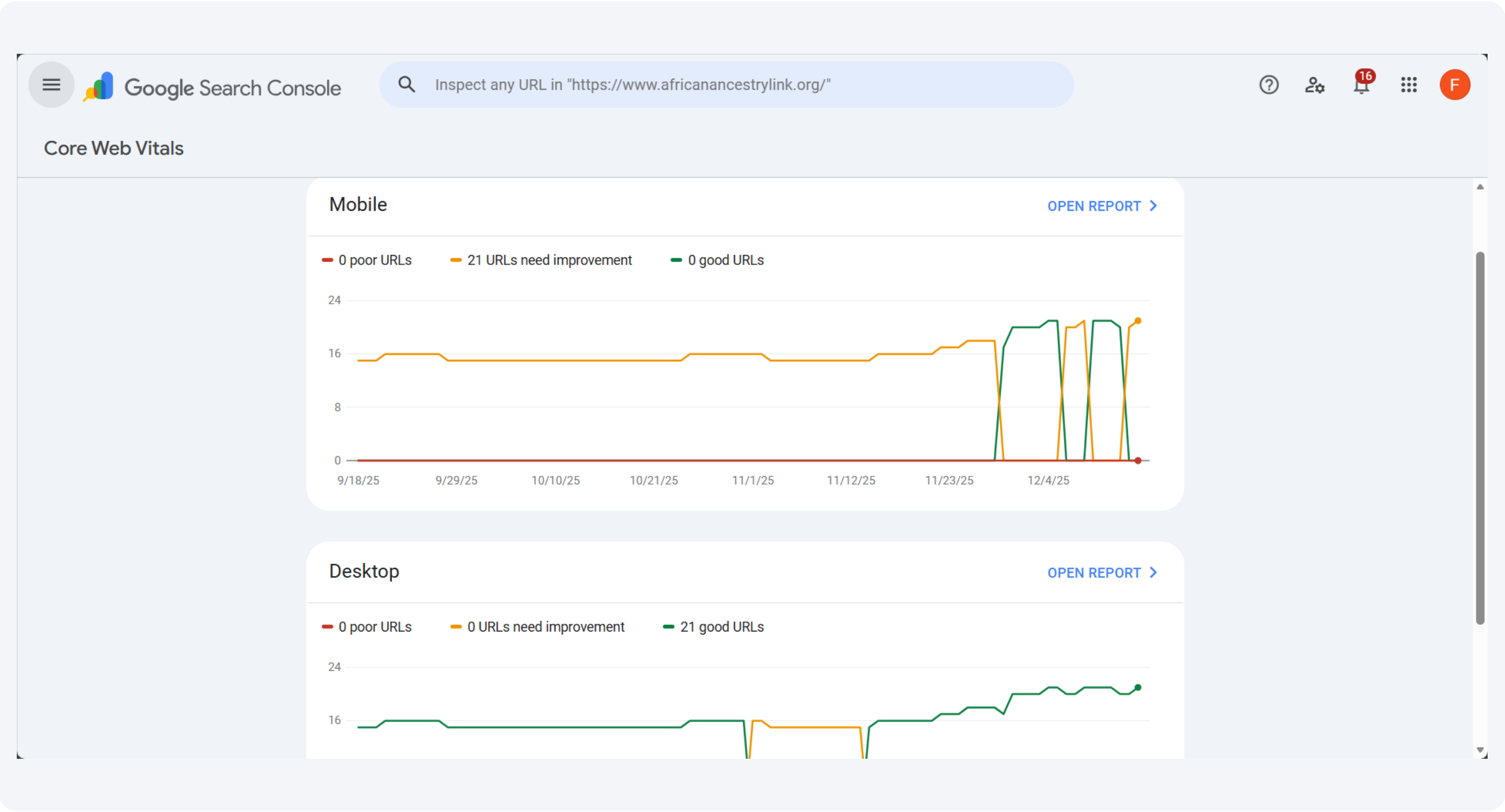
The mobile report highlights URLs requiring improvement in the displayed reporting window.

EVIDENCE RECORD

098 / 127 submitted screenshots

Google Search Console Mobile Insights AAL 2.png

Core Web Vitals trend review



Google Search Console Mobile Insights AAL.png

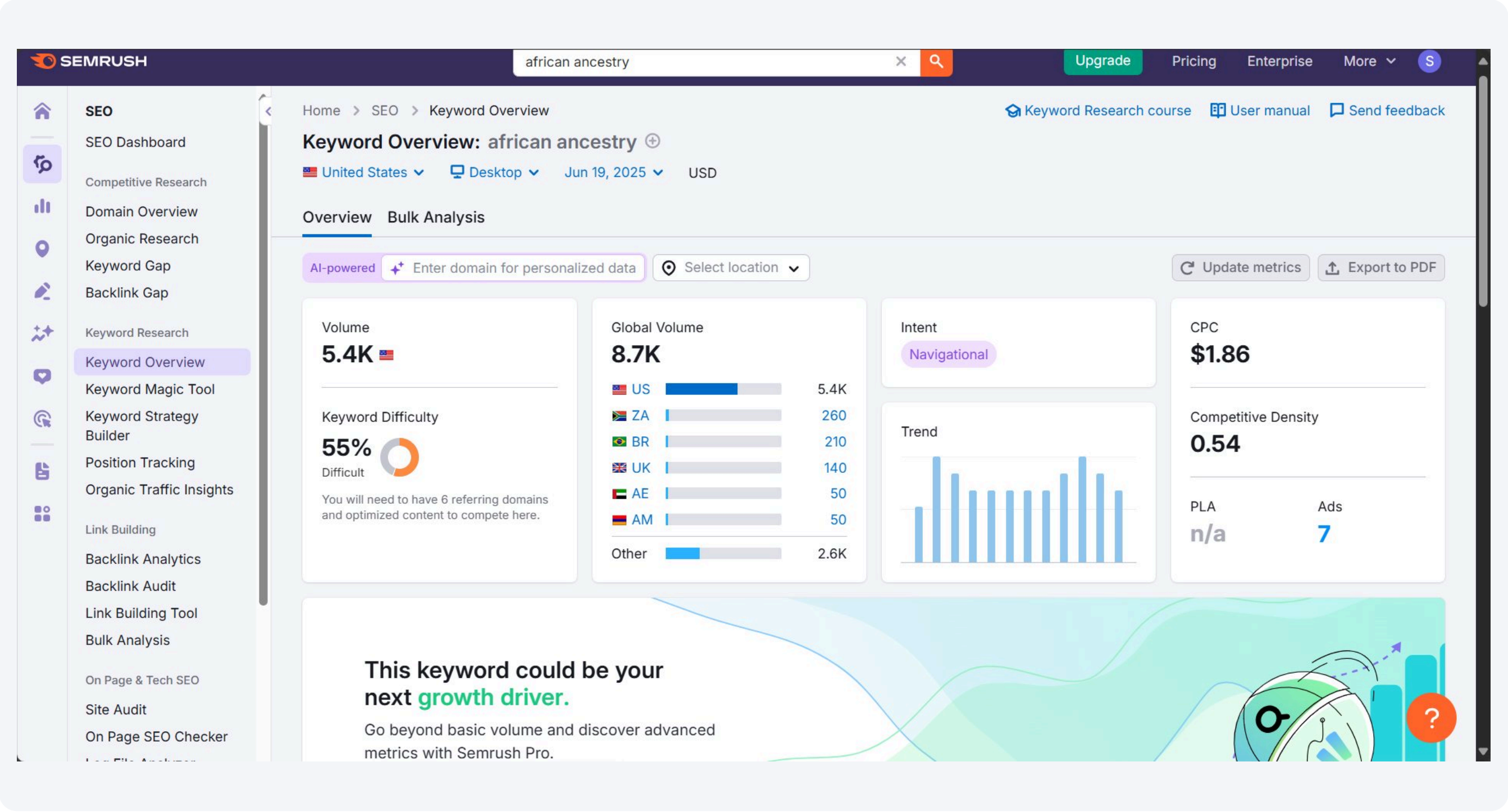
WORK DEMONSTRATED

Mobile and desktop trends provide context for prioritizing page-experience work.

EVIDENCE RECORD

099 / 127 submitted screenshots

Keyword demand research



WORK DEMONSTRATED

Keyword overview data supports research into search demand, competition and ancestry-related topics.

EVIDENCE RECORD

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Keyword Research 2.png

DNA health keyword ideas

Keyword ideas for “dna health”

The first 20 keywords out of 275

Phrase match

 /

Questions

Keyword	KD ⁱ	Volume [↓] ⁱ	Updated ⁱ
dna health testing	Hard	>1000	3 March
dna health	Hard	>100	25 February
dna health test	Hard	>100	24 February
dna health bpc 157	Easy	>100	24 February
best dna health test	Hard	>100	21 February
ancestry dna health	Hard	>100	22 February
dna health analysis	Hard	>100	25 February

WORK DEMONSTRATED

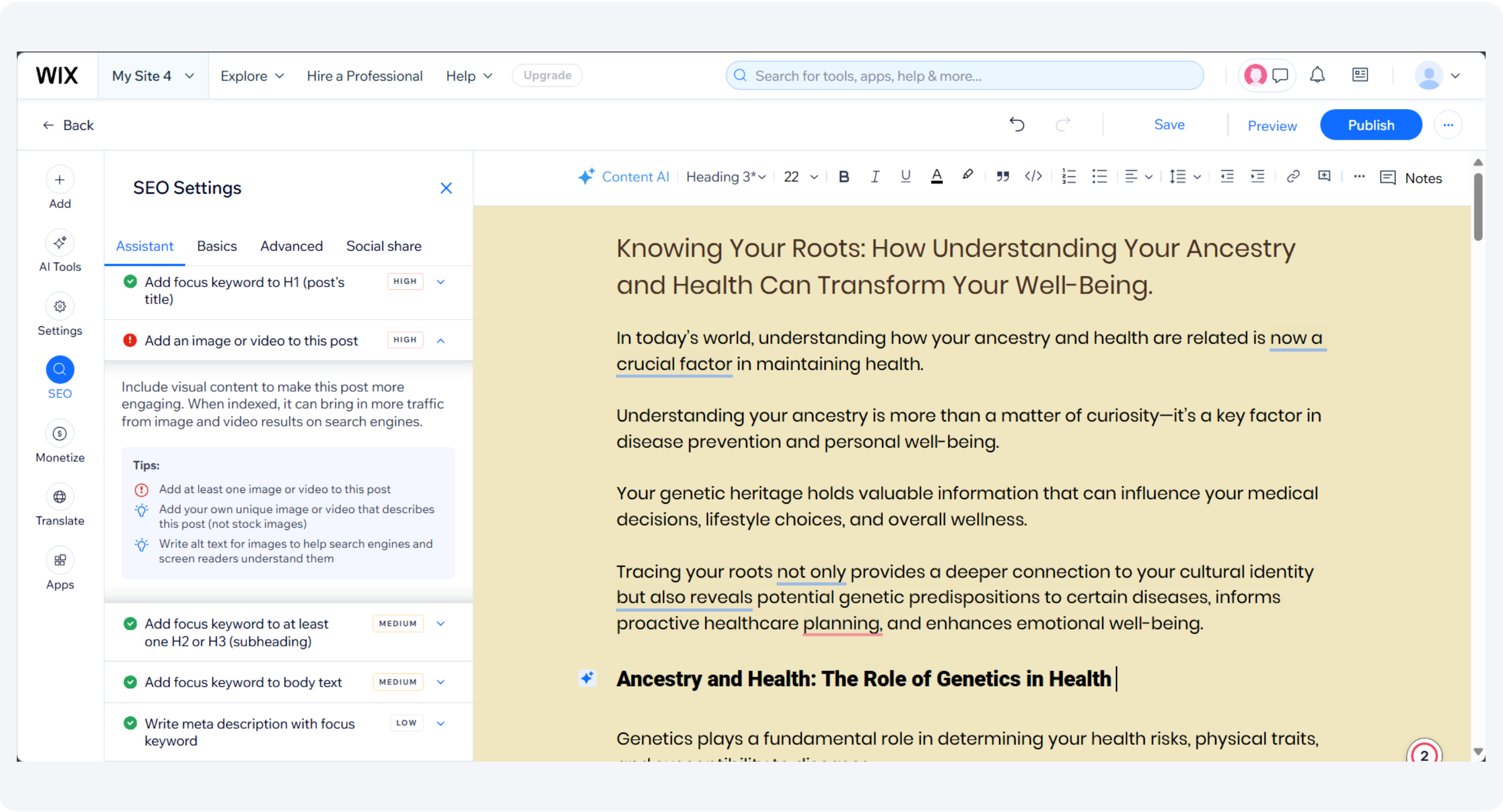
Keyword ideas help connect educational content to the language people use when searching.

EVIDENCE RECORD

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Keyword research.png

Blog SEO settings



SEO settings.png

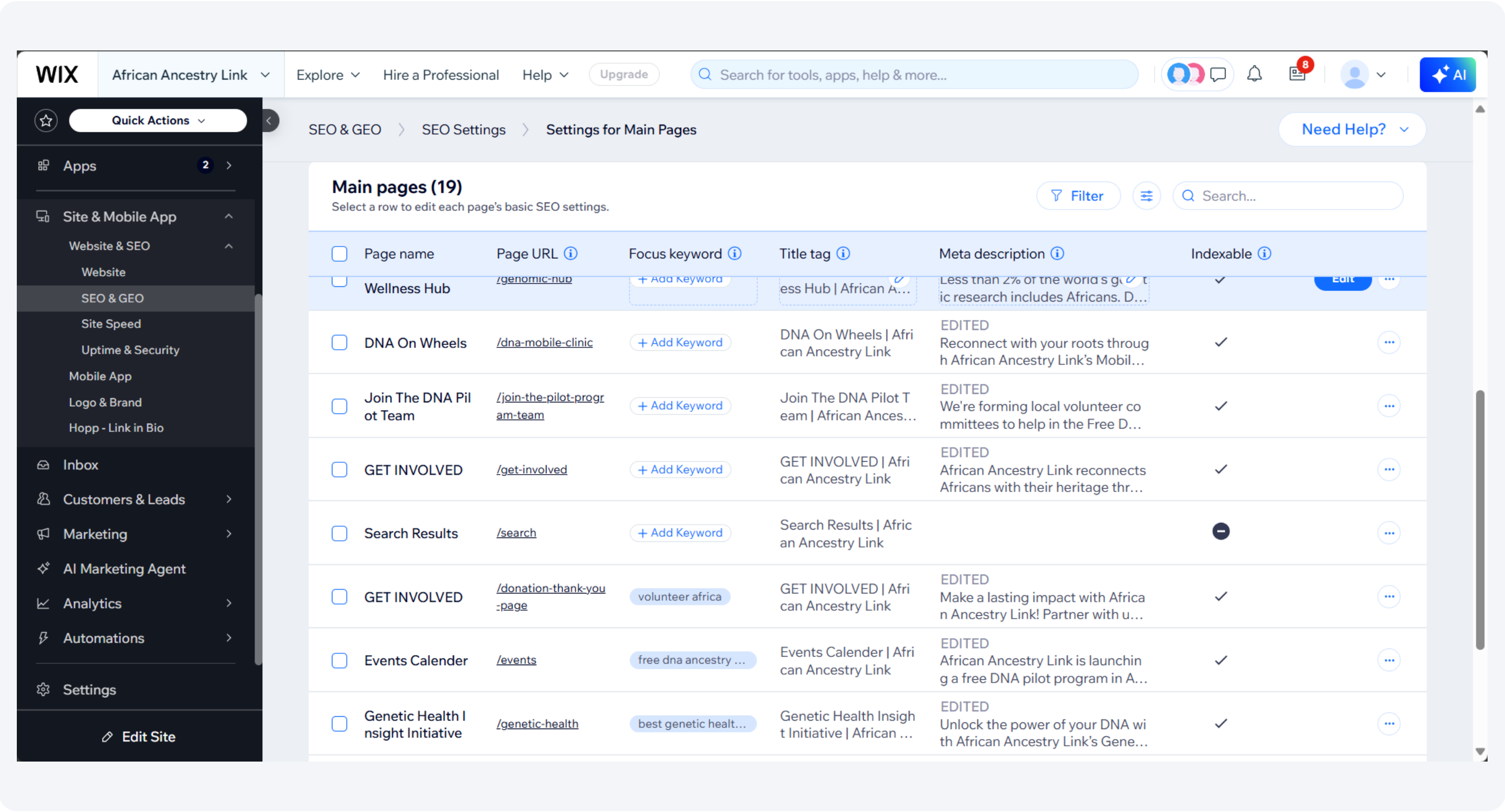
WORK DEMONSTRATED

The Wix SEO settings panel documents page-level search optimization alongside educational article content.

EVIDENCE RECORD

107 / 127 submitted screenshots

Page metadata management



WORK DEMONSTRATED

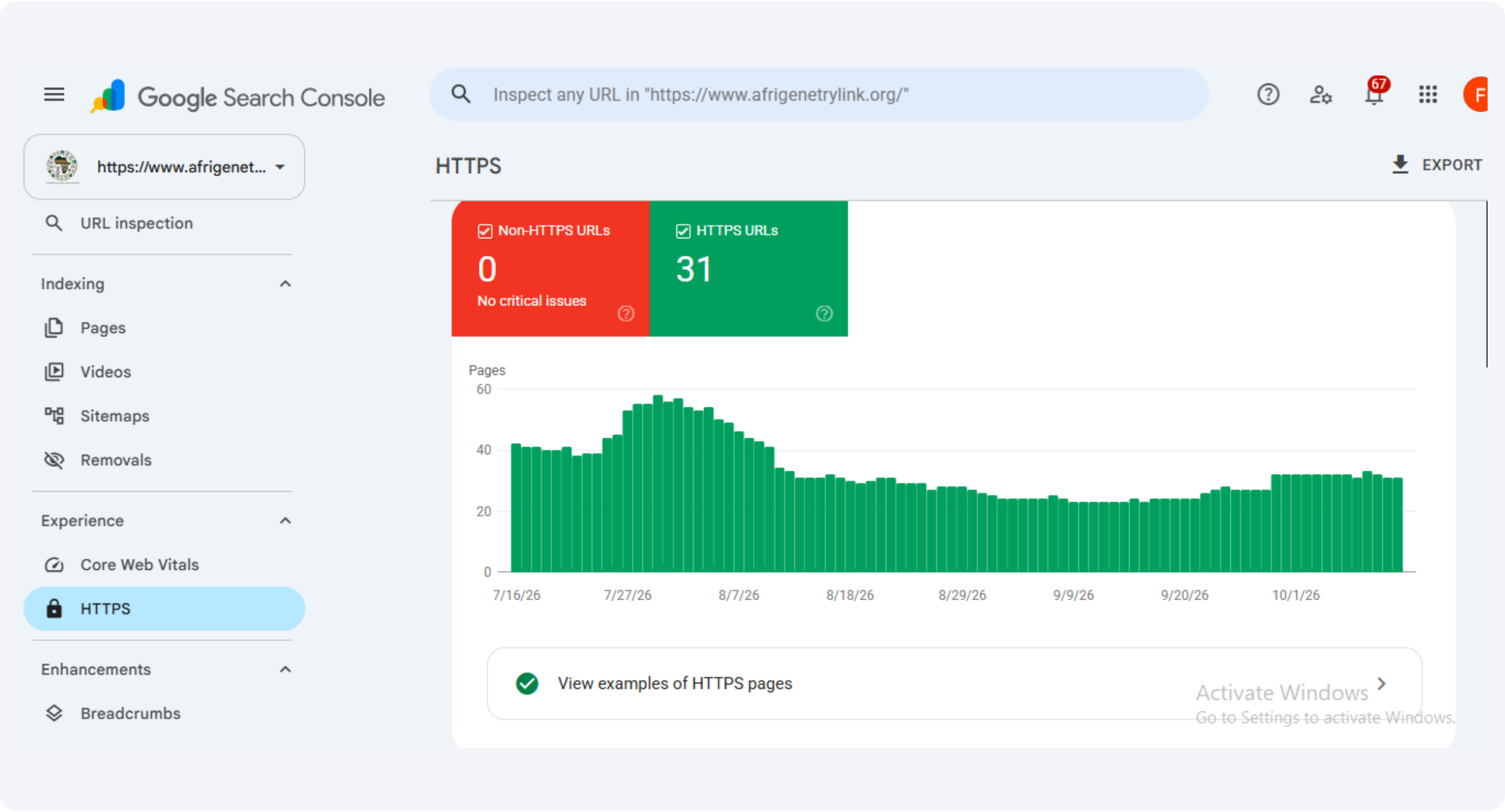
The page list shows an operational view of titles, descriptions and search settings across the website.

EVIDENCE RECORD

108 / 127 submitted screenshots

Site SEO AAL (portfolio).png

HTTPS report



WORK DEMONSTRATED

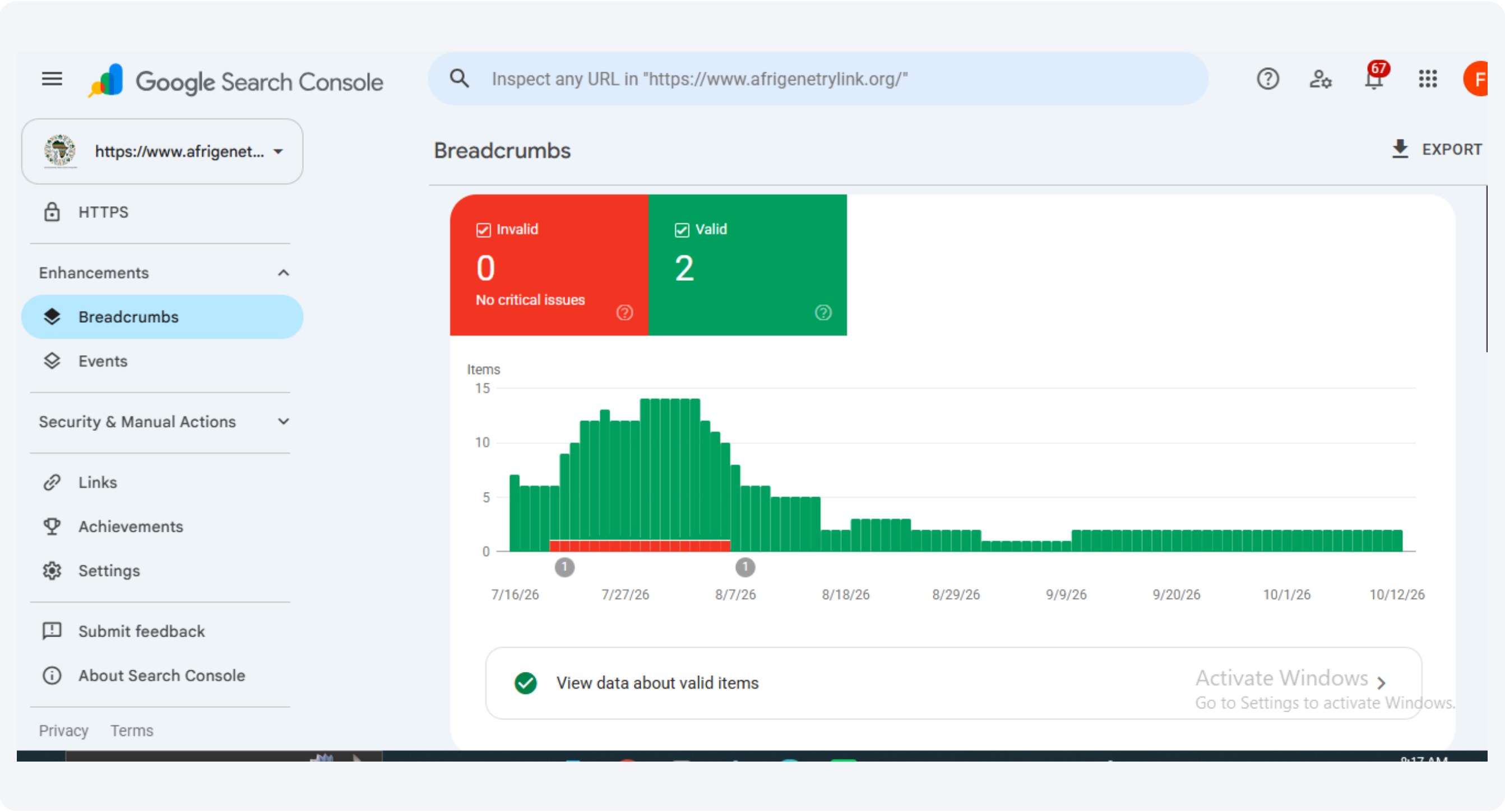
The Search Console snapshot shows 31 HTTPS URLs and zero non-HTTPS URLs in the selected view.

EVIDENCE RECORD

029 / 127 submitted screenshots

AGL (GSC Htpps).png

Breadcrumb validation



WORK DEMONSTRATED

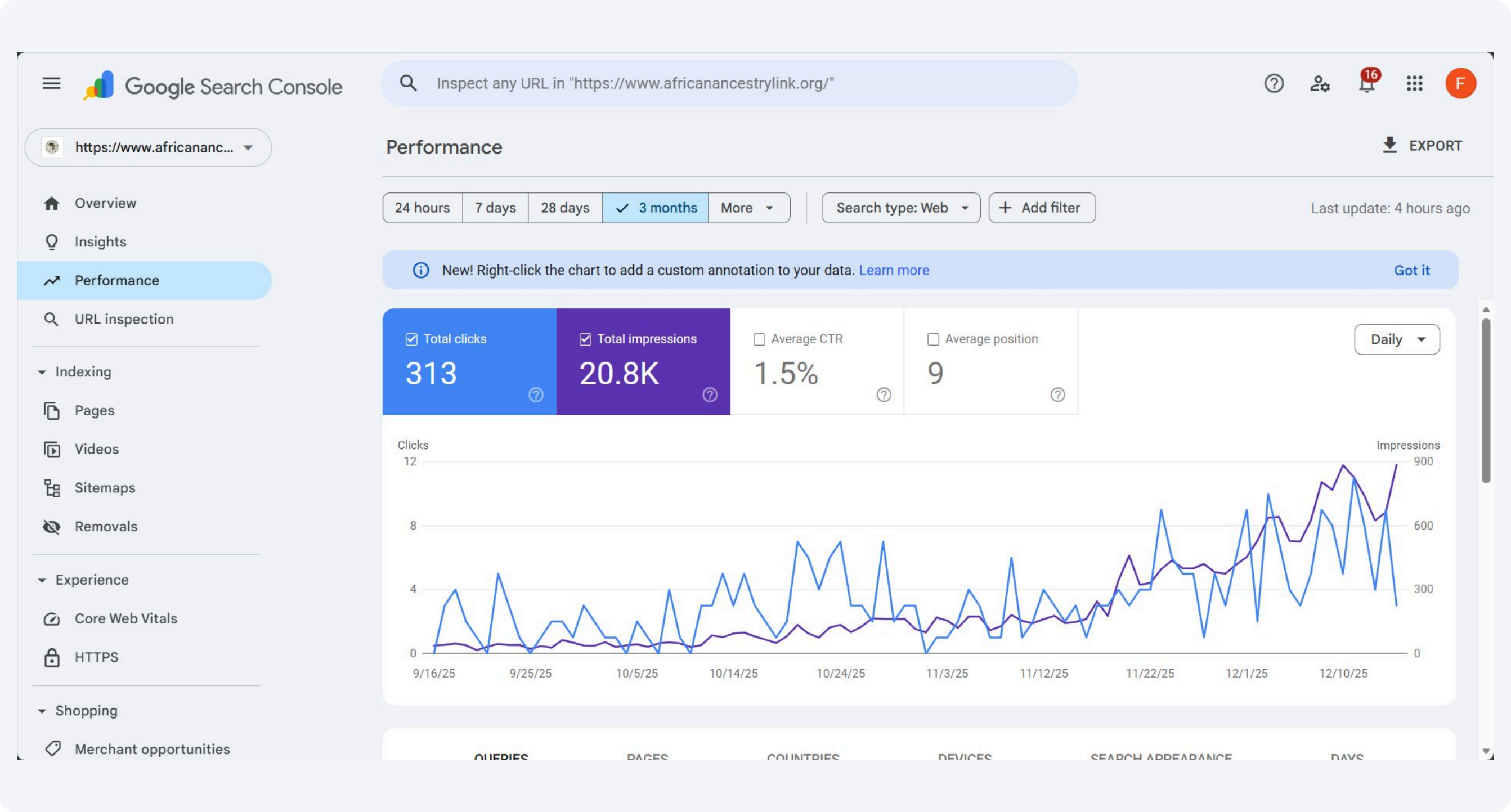
The report shows two valid breadcrumb items and zero invalid items in the selected view.

EVIDENCE RECORD

030 / 127 submitted screenshots

AGL (GSC breadcrumbs).png

Search performance snapshot



Google Search Console AAL.png

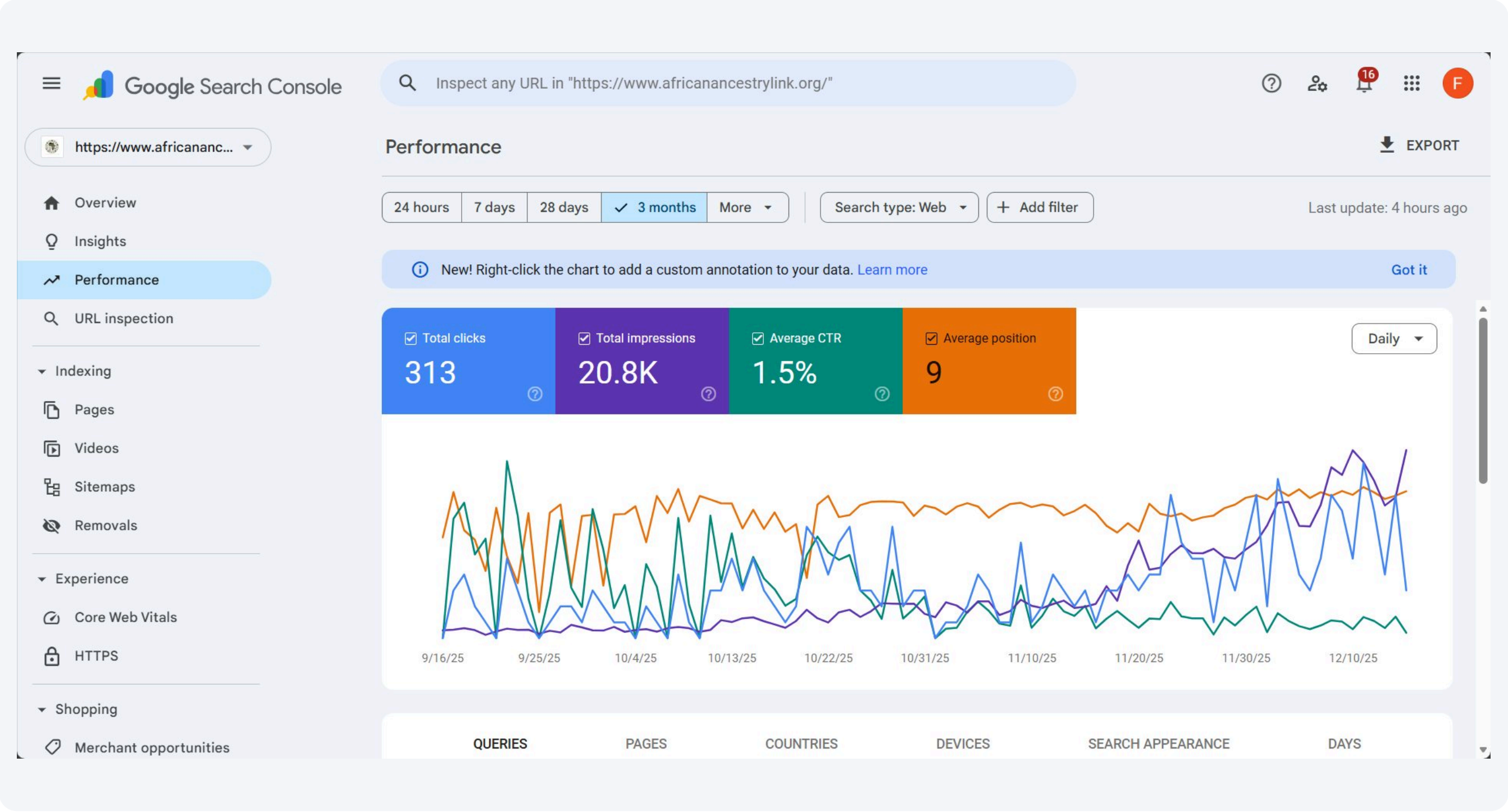
WORK DEMONSTRATED

Clicks, impressions, CTR and average position summarize the selected search reporting period.

EVIDENCE RECORD

096 / 127 submitted screenshots

Search performance trend



Google Search Console Insights AAL.png

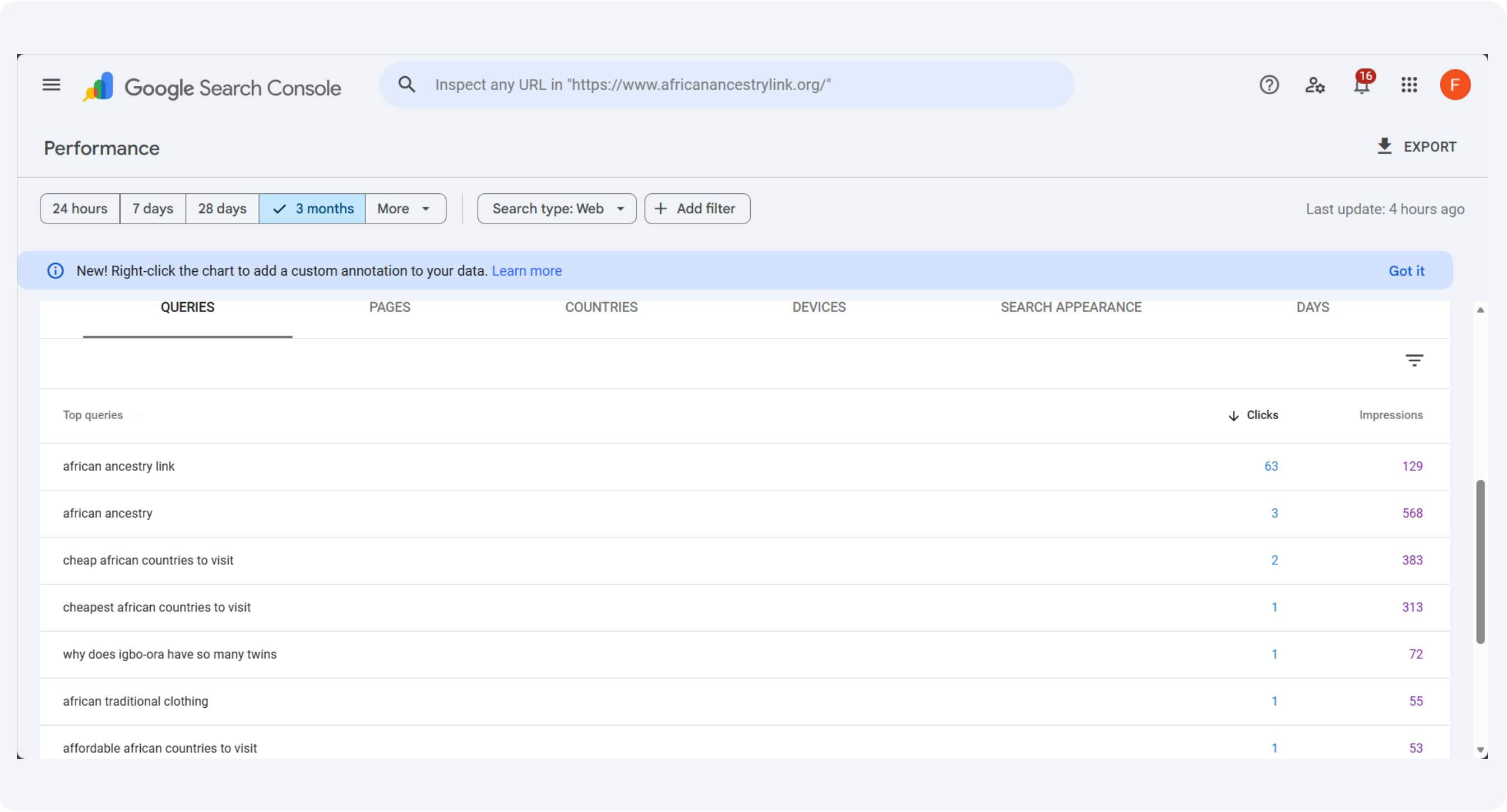
WORK DEMONSTRATED

A detailed chart supports review of search visibility and the relationship between impressions and clicks.

EVIDENCE RECORD

097 / 127 submitted screenshots

Query-level analysis



Google Search Console Queries Insights AAL.png

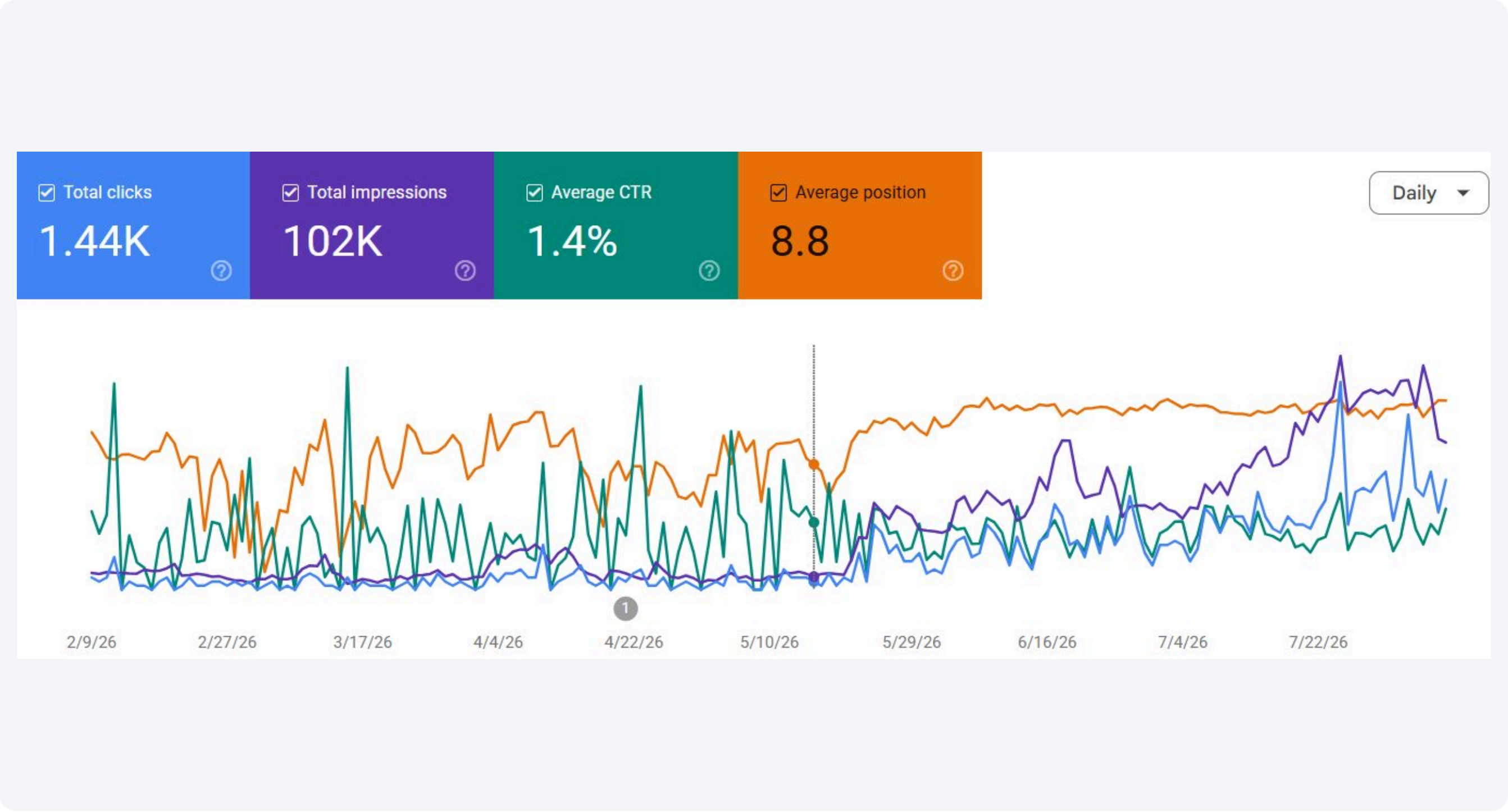
WORK DEMONSTRATED

The query view supports content planning by showing the search terms associated with website visibility.

EVIDENCE RECORD

100 / 127 submitted screenshots

Historical search visibility



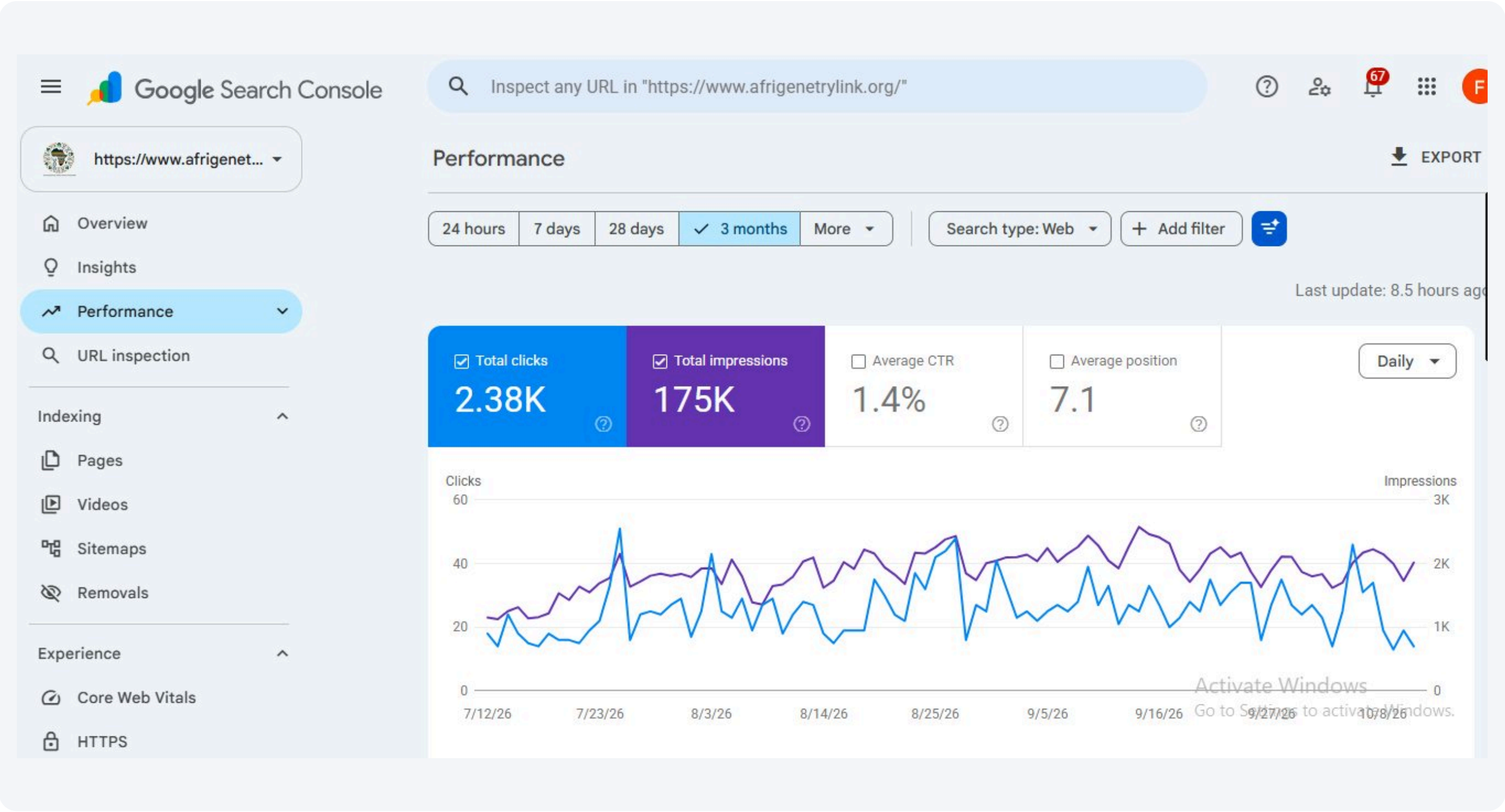
WORK DEMONSTRATED

The supplied chart reports 1.44K clicks and 102K impressions in its displayed period.

EVIDENCE RECORD

081 / 127 submitted screenshots

Later search performance view



WORK DEMONSTRATED

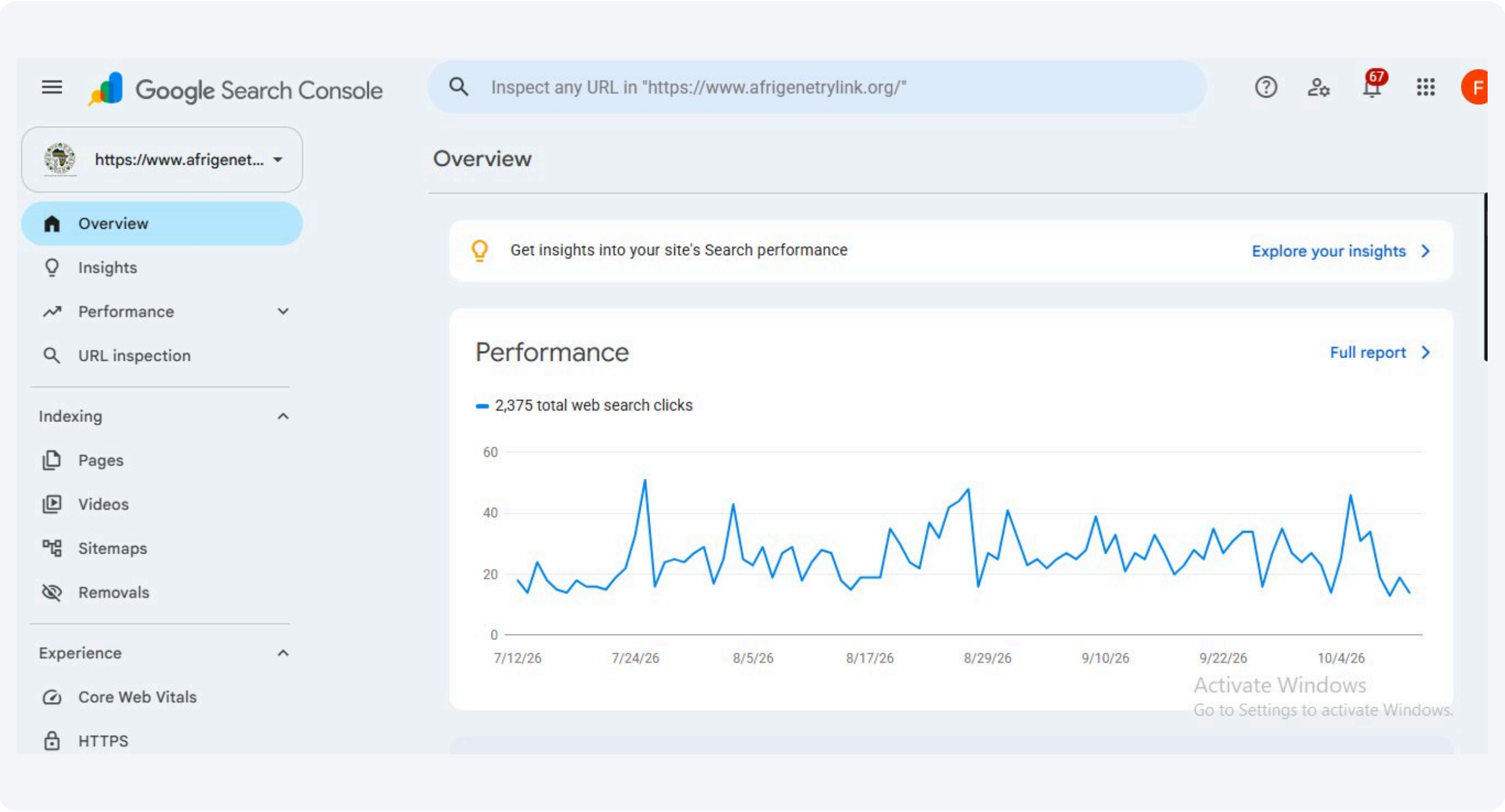
The supplied view reports 2.38K clicks and 175K impressions. It remains separate from the historical chart because reporting windows differ.

EVIDENCE RECORD

032 / 127 submitted screenshots

AGL (GSC performance 2).png

Search Console overview



WORK DEMONSTRATED

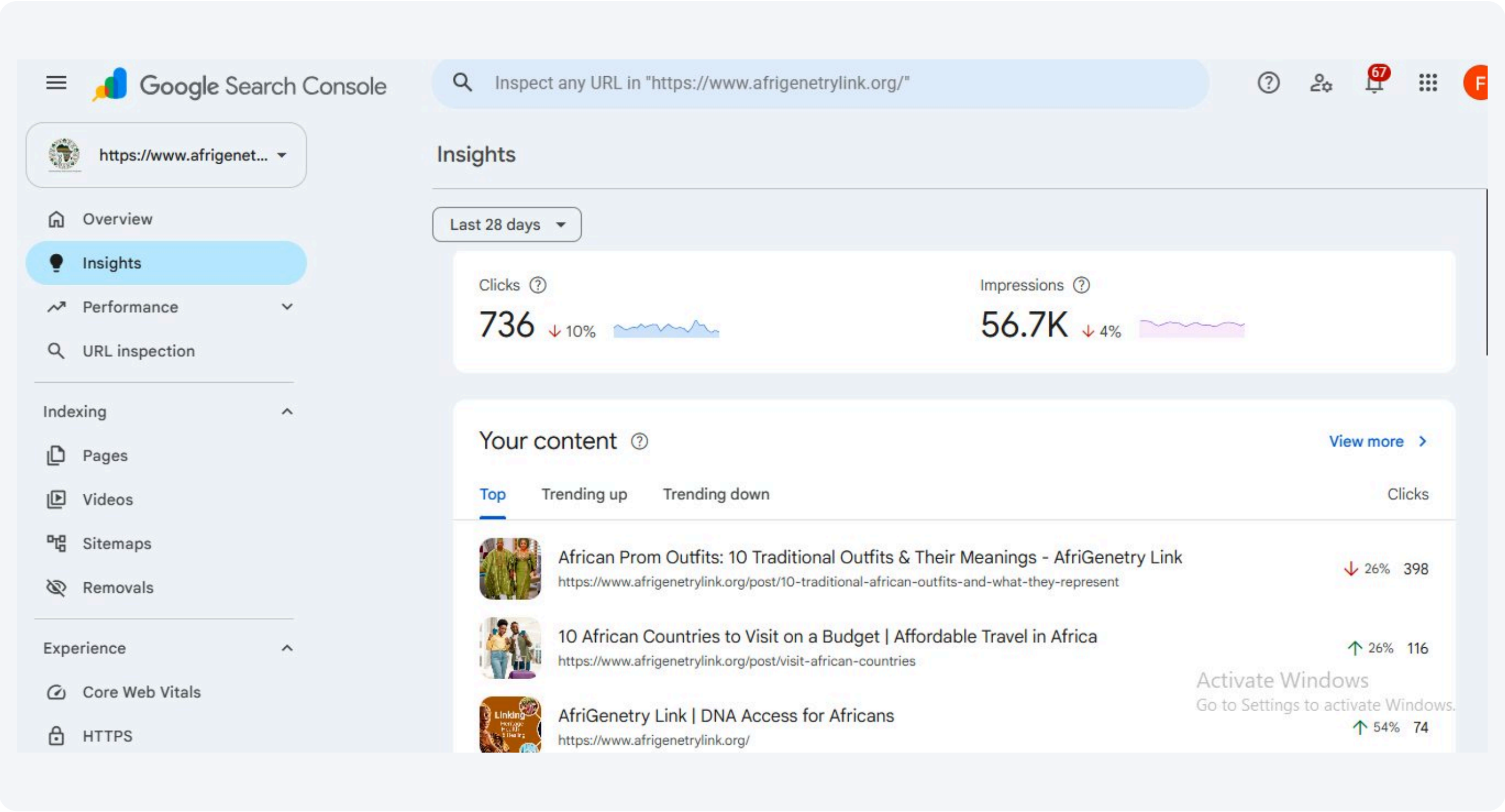
The overview provides a broad check on search activity before deeper query and page analysis.

EVIDENCE RECORD

033 / 127 submitted screenshots

AGL (GSC performance).png

Search content insights



AGL (GSC insights).png

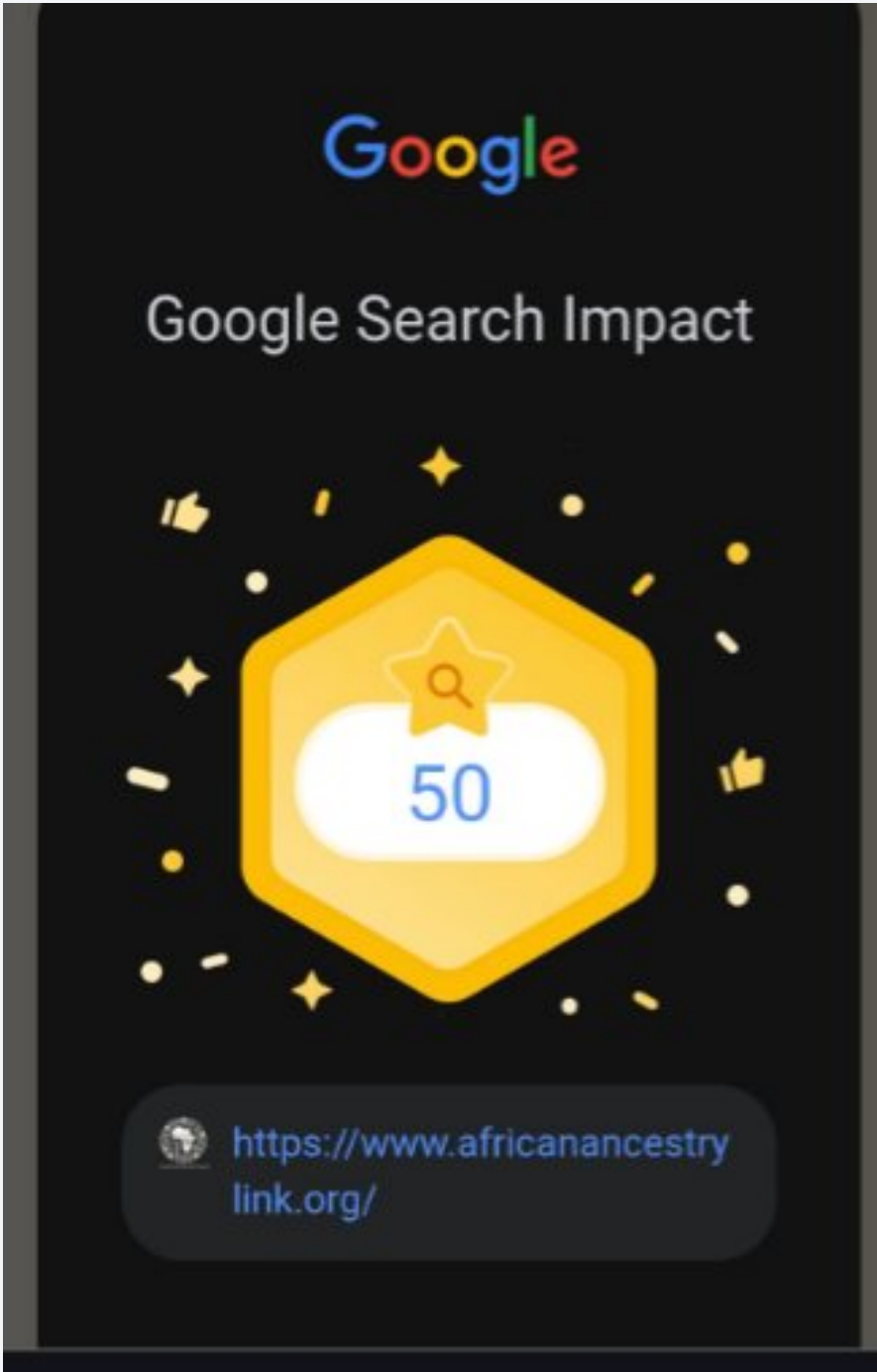
WORK DEMONSTRATED

Search Console Insights connects search interest with pages and topics attracting attention.

EVIDENCE RECORD

031 / 127 submitted screenshots

Google Search milestone



WORK DEMONSTRATED

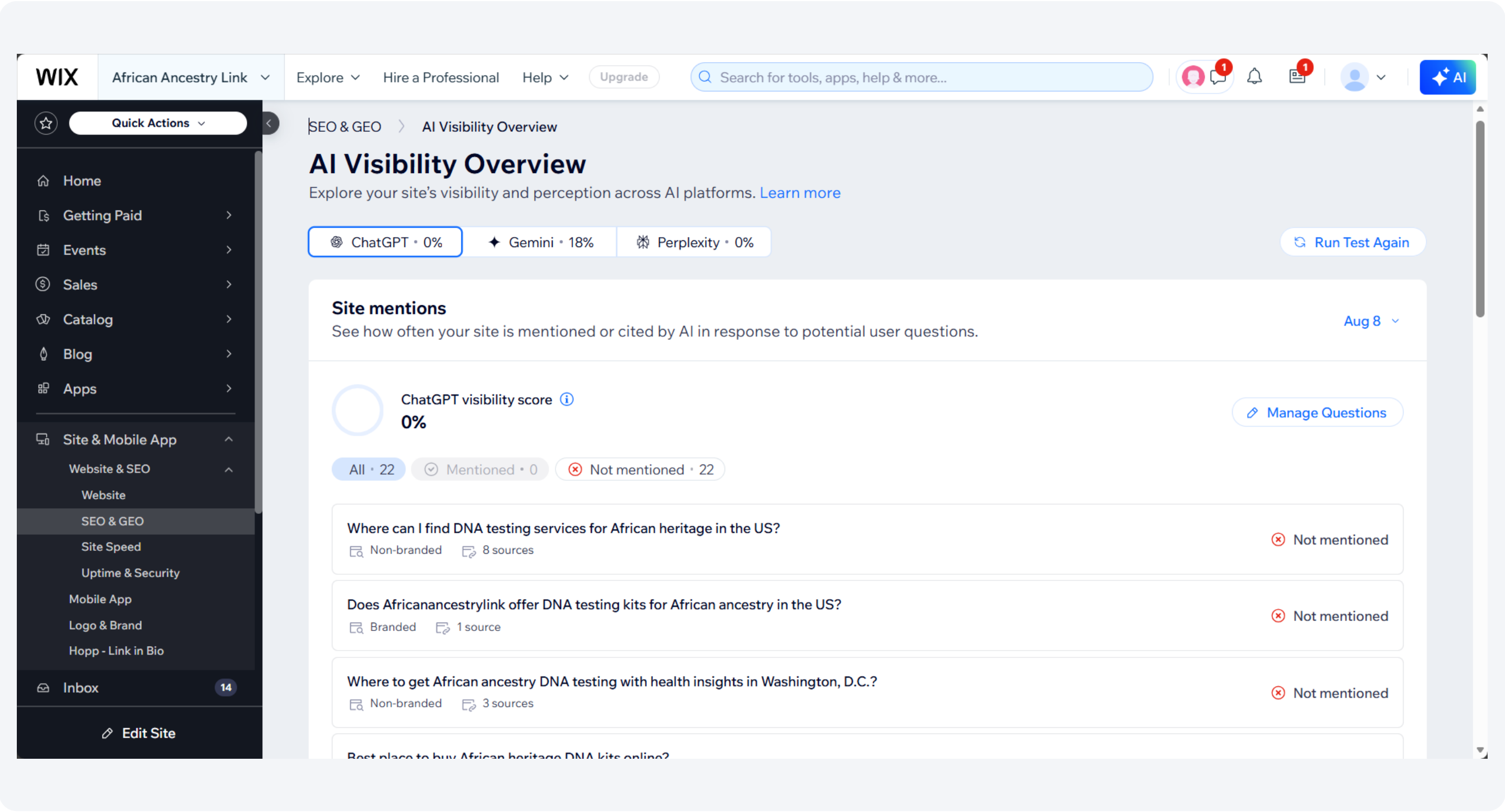
This milestone records 50 Google Search clicks as reported by Google for the displayed site.

EVIDENCE RECORD

009 / 127 submitted screenshots

AAL.png

AI visibility overview



AAL AI Visibility Overview.png

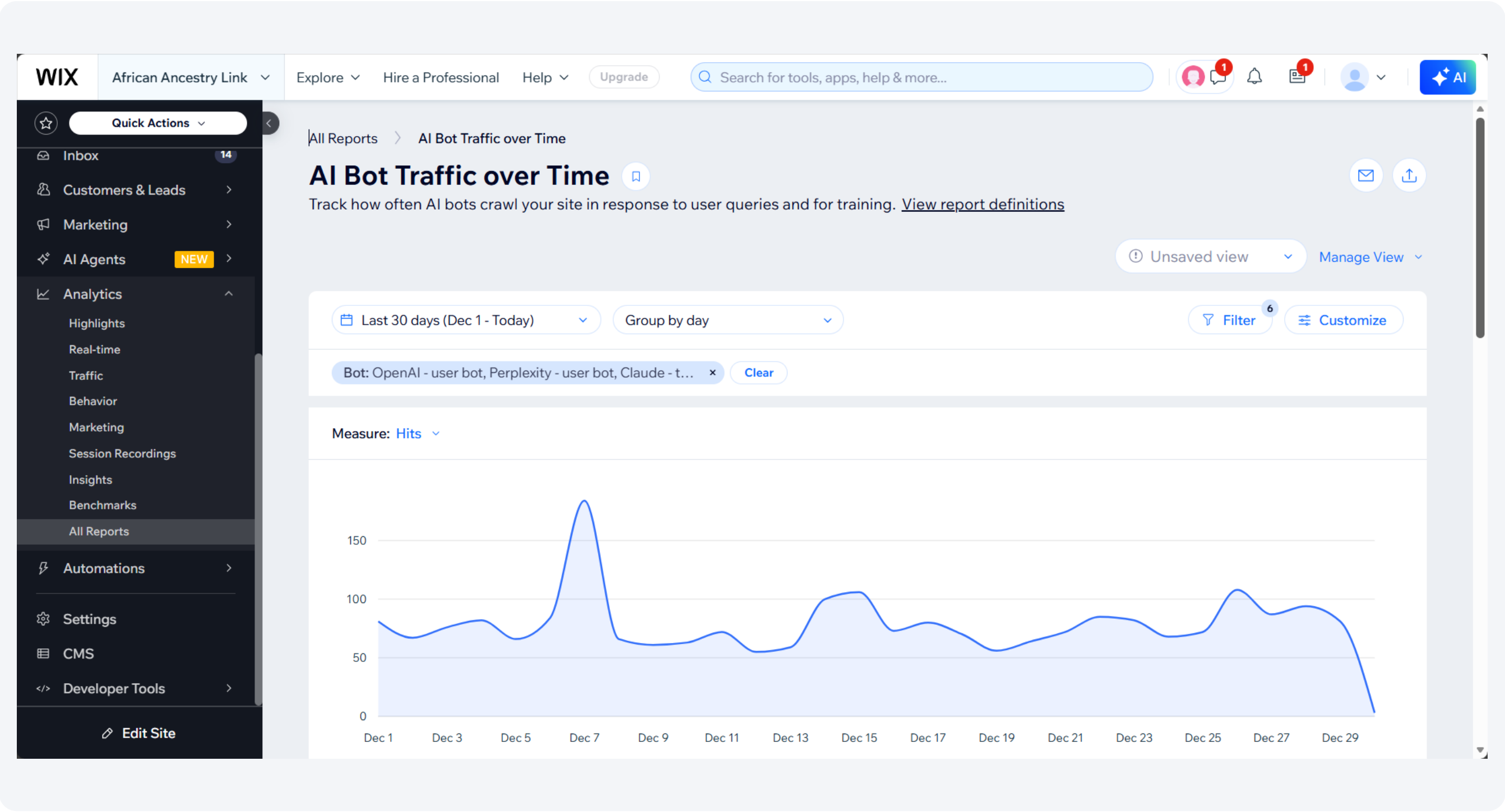
WORK DEMONSTRATED

The Wix AI visibility view documents an assessment of brand mentions in AI answers, including questions where the site was not mentioned.

EVIDENCE RECORD

002 / 127 submitted screenshots

AI crawler traffic



AAL AI BOT TRAFFIC.png

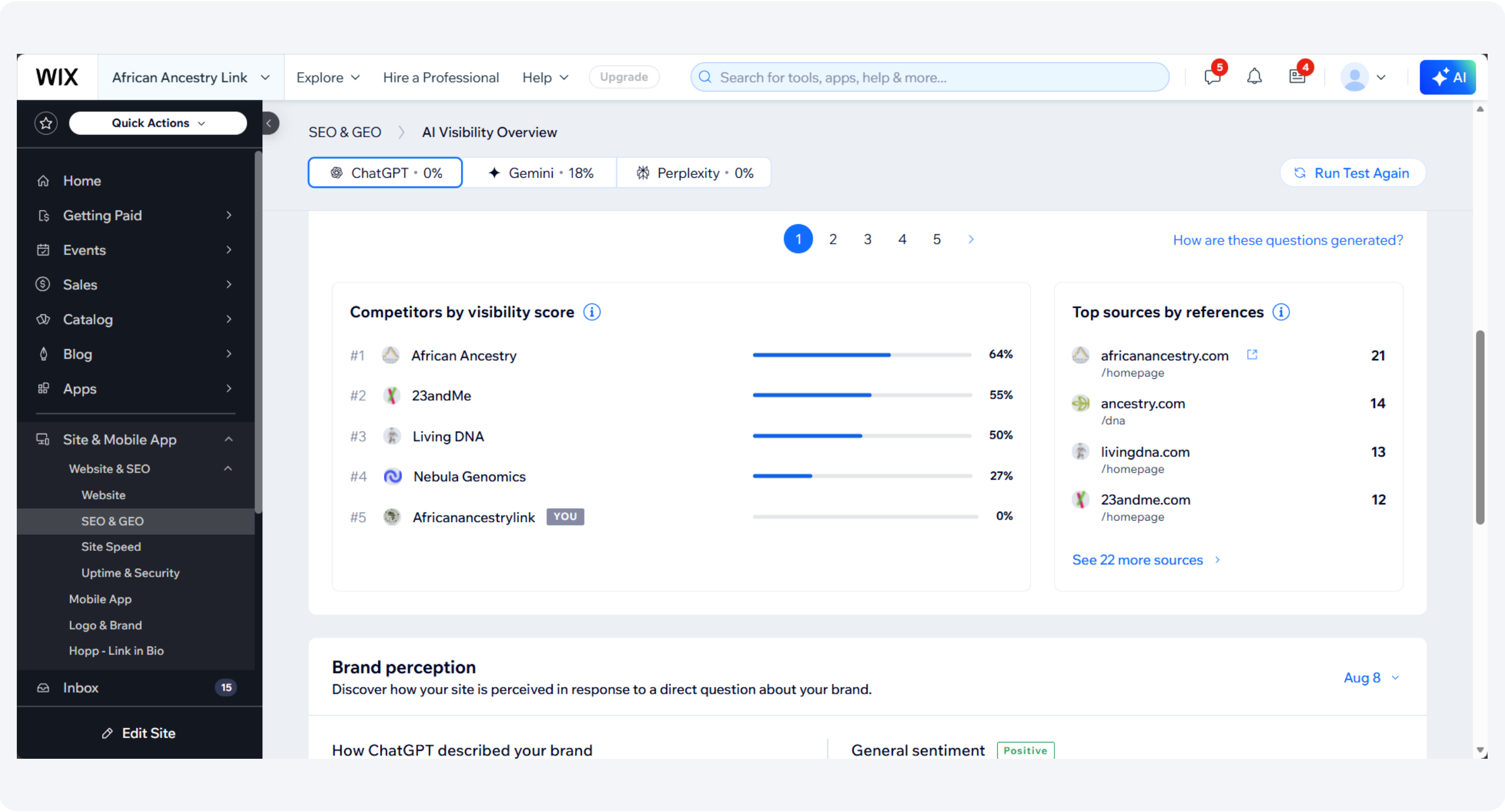
WORK DEMONSTRATED

AI bot traffic is monitored separately from human audience activity; crawler visits are not customer visits.

EVIDENCE RECORD

001 / 127 submitted screenshots

AI visibility comparison



WORK DEMONSTRATED

The comparison and source views support review of brand visibility and cited domains in AI search.

EVIDENCE RECORD

109 / 127 submitted screenshots

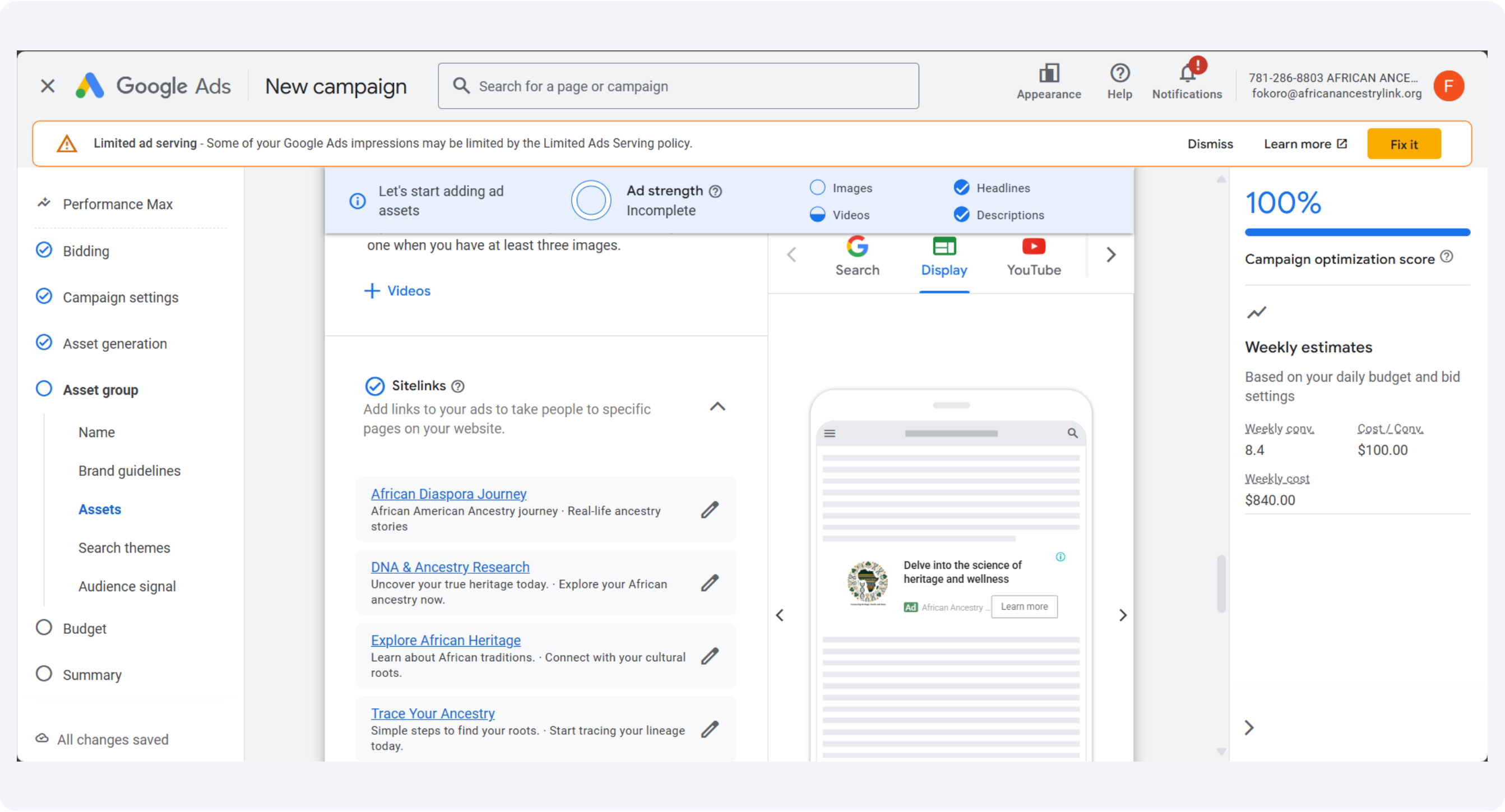
Site SEO AAL.png

02

Paid media & event acquisition

Campaign setup, assets, targeting, delivery review, registration reporting and account troubleshooting.

Google Ads campaign setup



Google Ads campaign setup.png

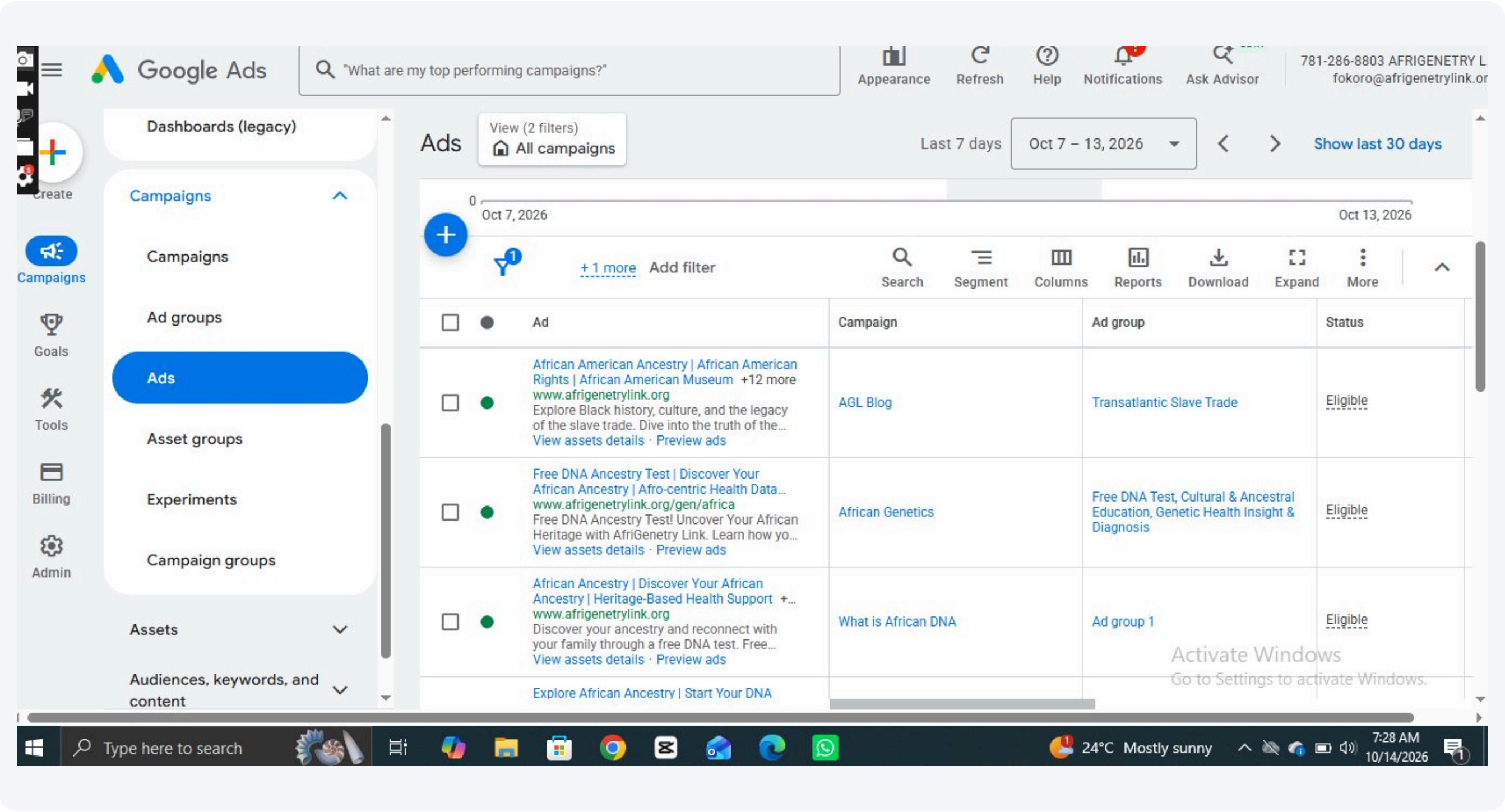
WORK DEMONSTRATED

The campaign builder documents ad creation, targeting and launch settings.

EVIDENCE RECORD

093 / 127 submitted screenshots

Google Ads ad management



WORK DEMONSTRATED

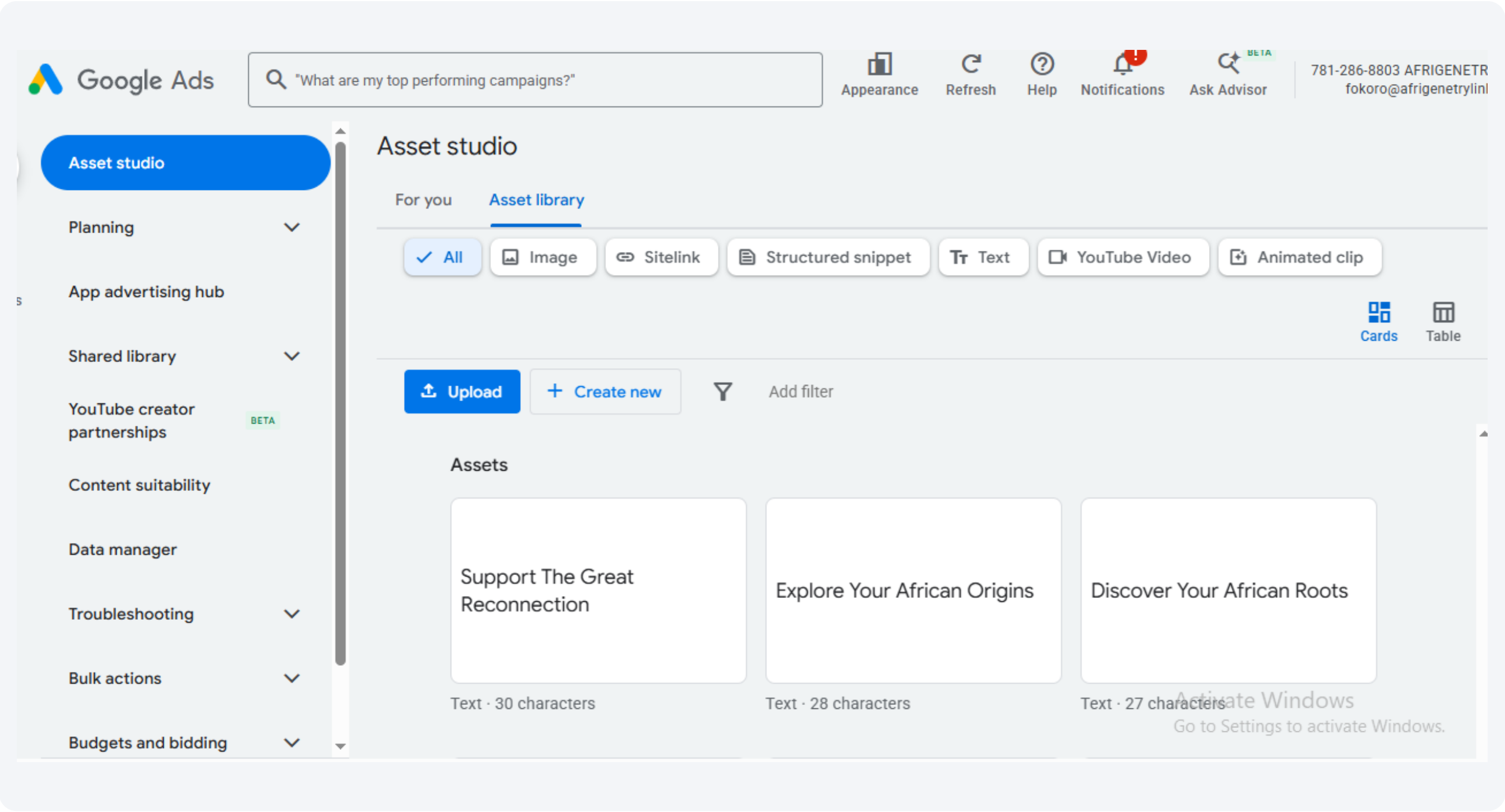
The ads table provides evidence of ad-level copy, delivery status and performance review.

EVIDENCE RECORD

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agl (google ads).png

Google Ads asset development



AGL (google ads assest studio).png

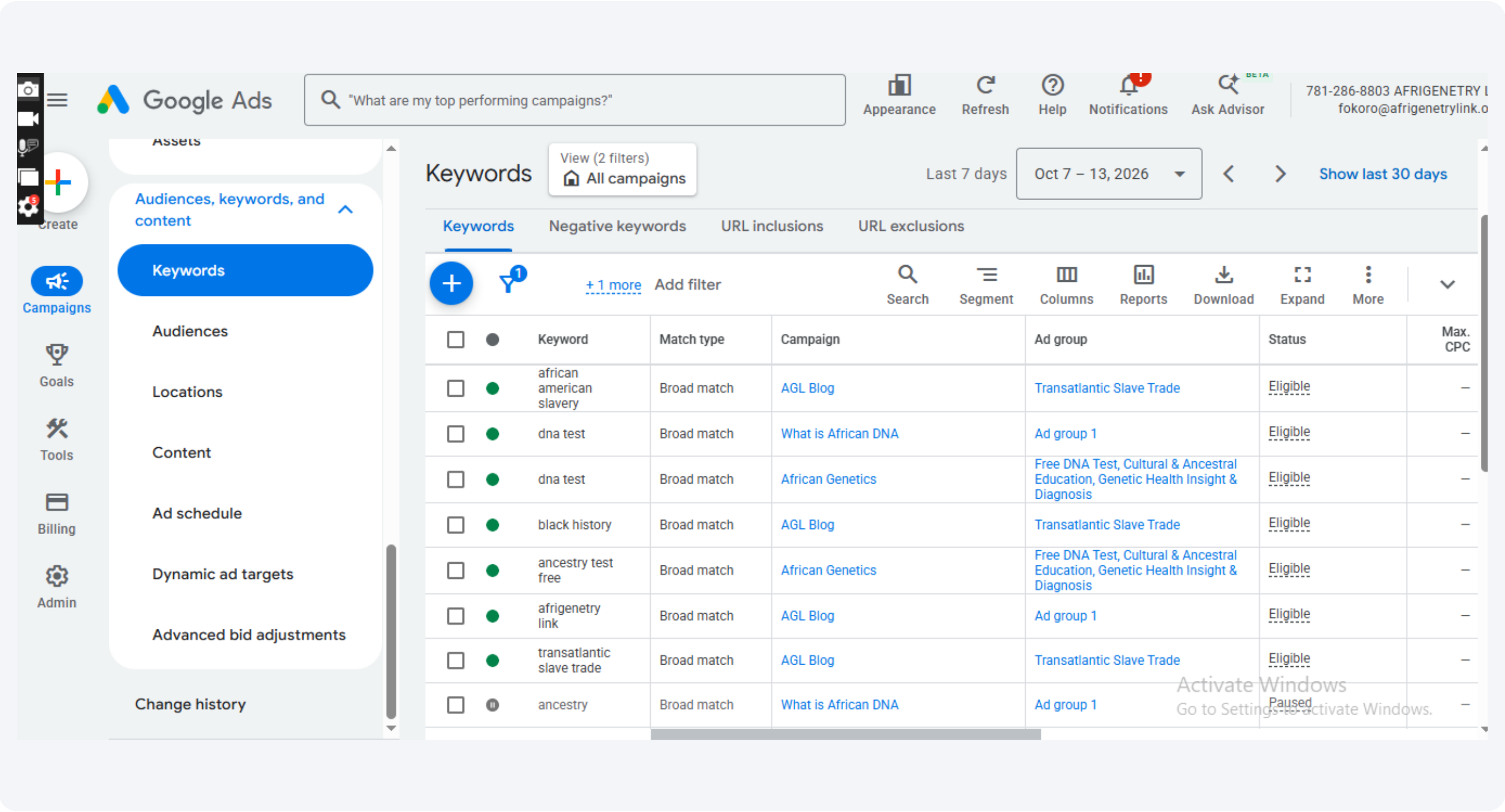
WORK DEMONSTRATED

Asset Studio shows supporting text and visual assets prepared for campaign delivery.

EVIDENCE RECORD

061 / 127 submitted screenshots

Keyword-level campaign review



WORK DEMONSTRATED

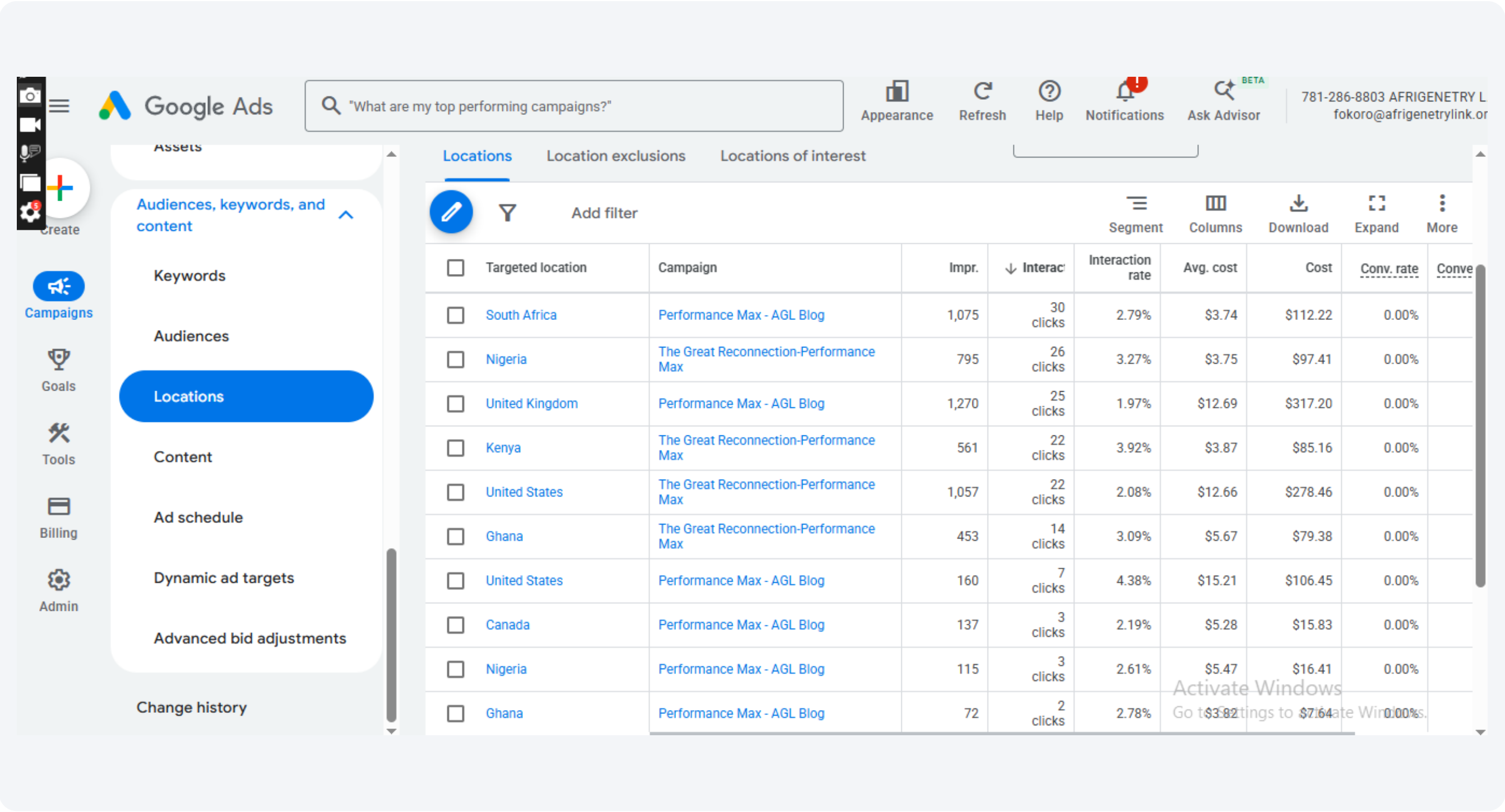
Keyword reporting supports checks on relevance, eligibility and campaign structure.

EVIDENCE RECORD

065 / 127 submitted screenshots

AGL (google ads keyword).png

Geographic delivery review



WORK DEMONSTRATED

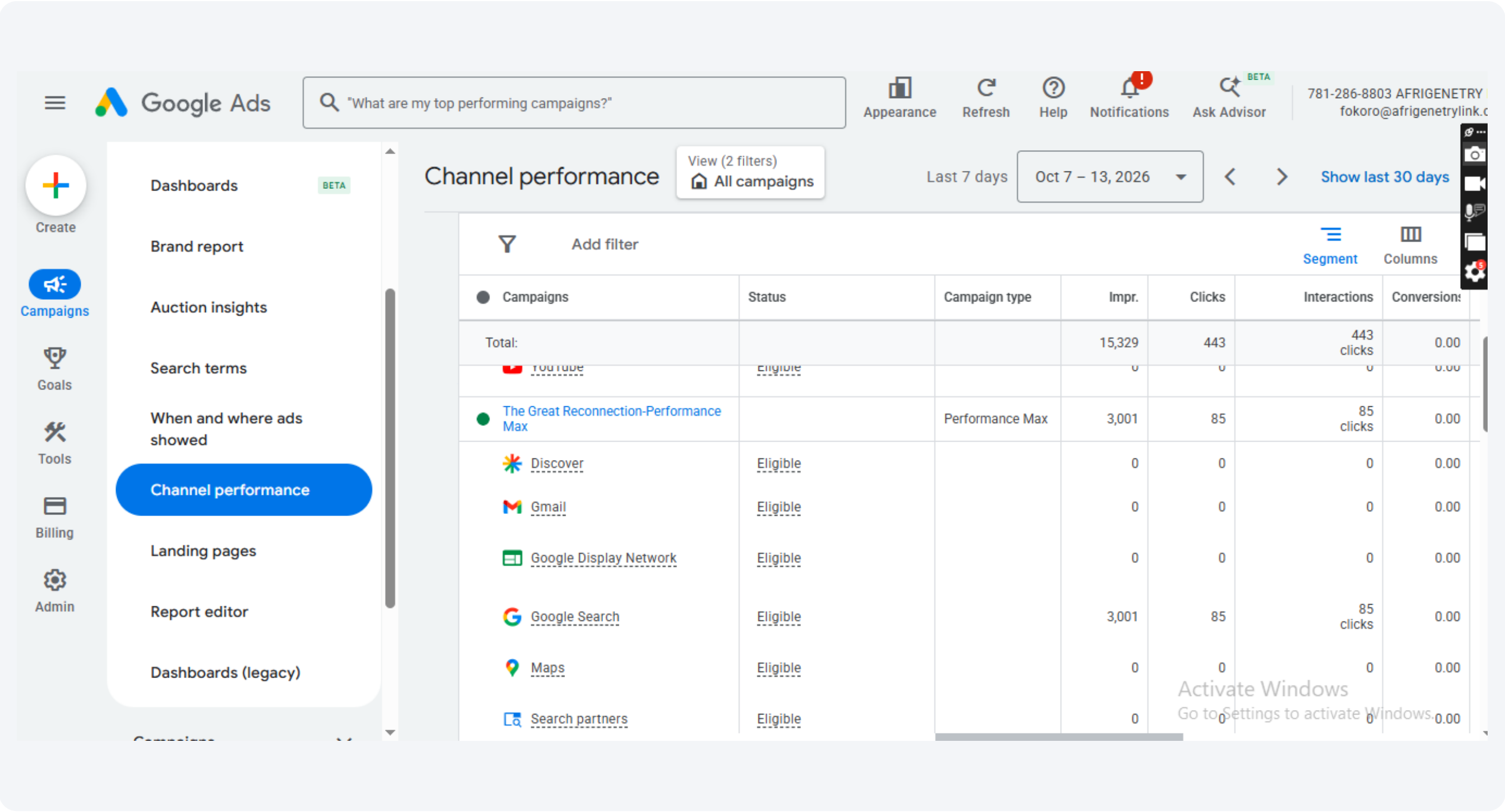
Location reporting supports evaluation of where campaign delivery and response occurred.

EVIDENCE RECORD

062 / 127 submitted screenshots

AGL (google ads audience location).png

Channel performance review



WORK DEMONSTRATED

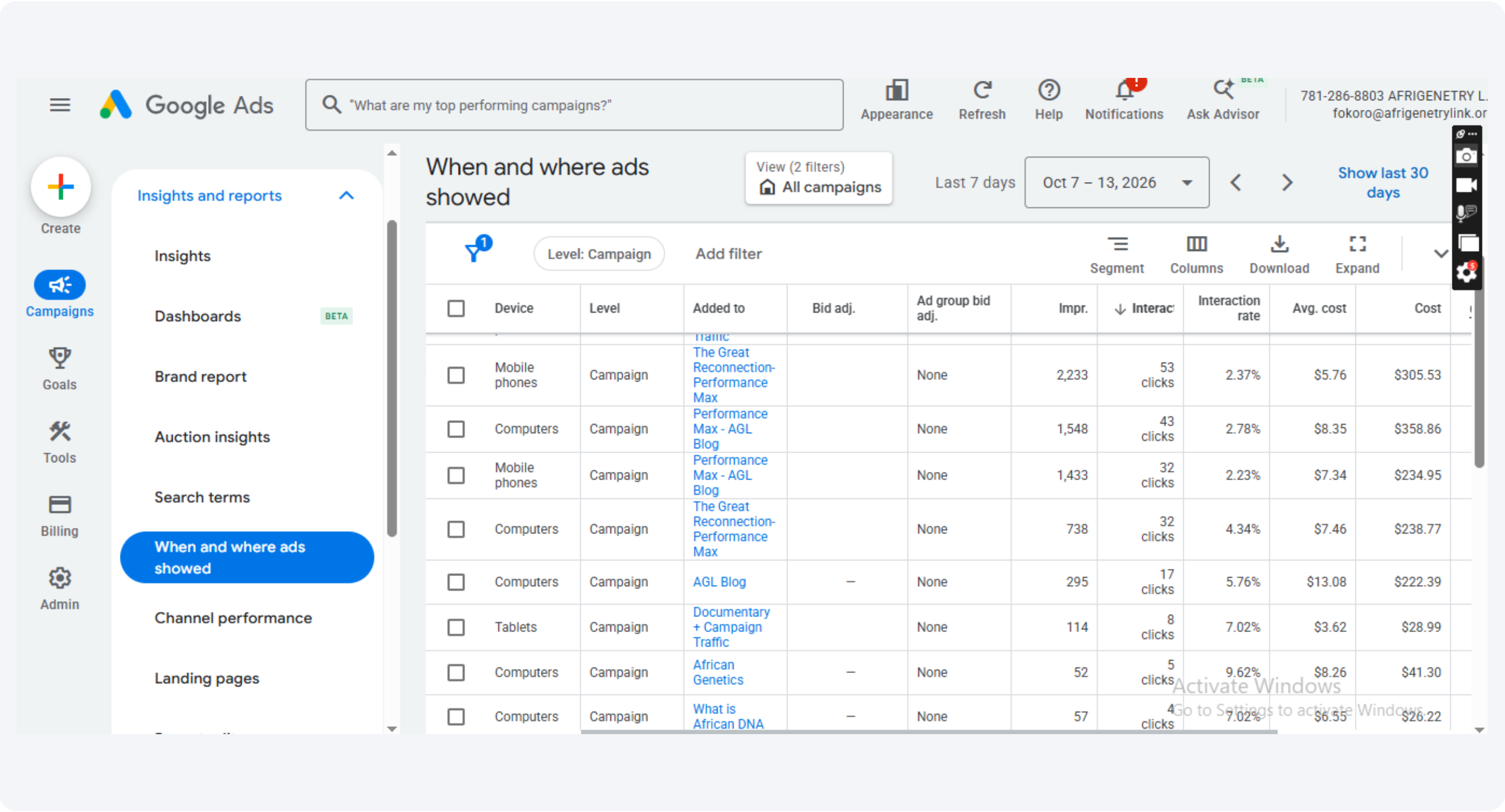
The channel view separates campaign delivery across Google surfaces.

EVIDENCE RECORD

063 / 127 submitted screenshots

AGL (google ads channel performance).png

Ad delivery insights



AGL (google ads insights).png

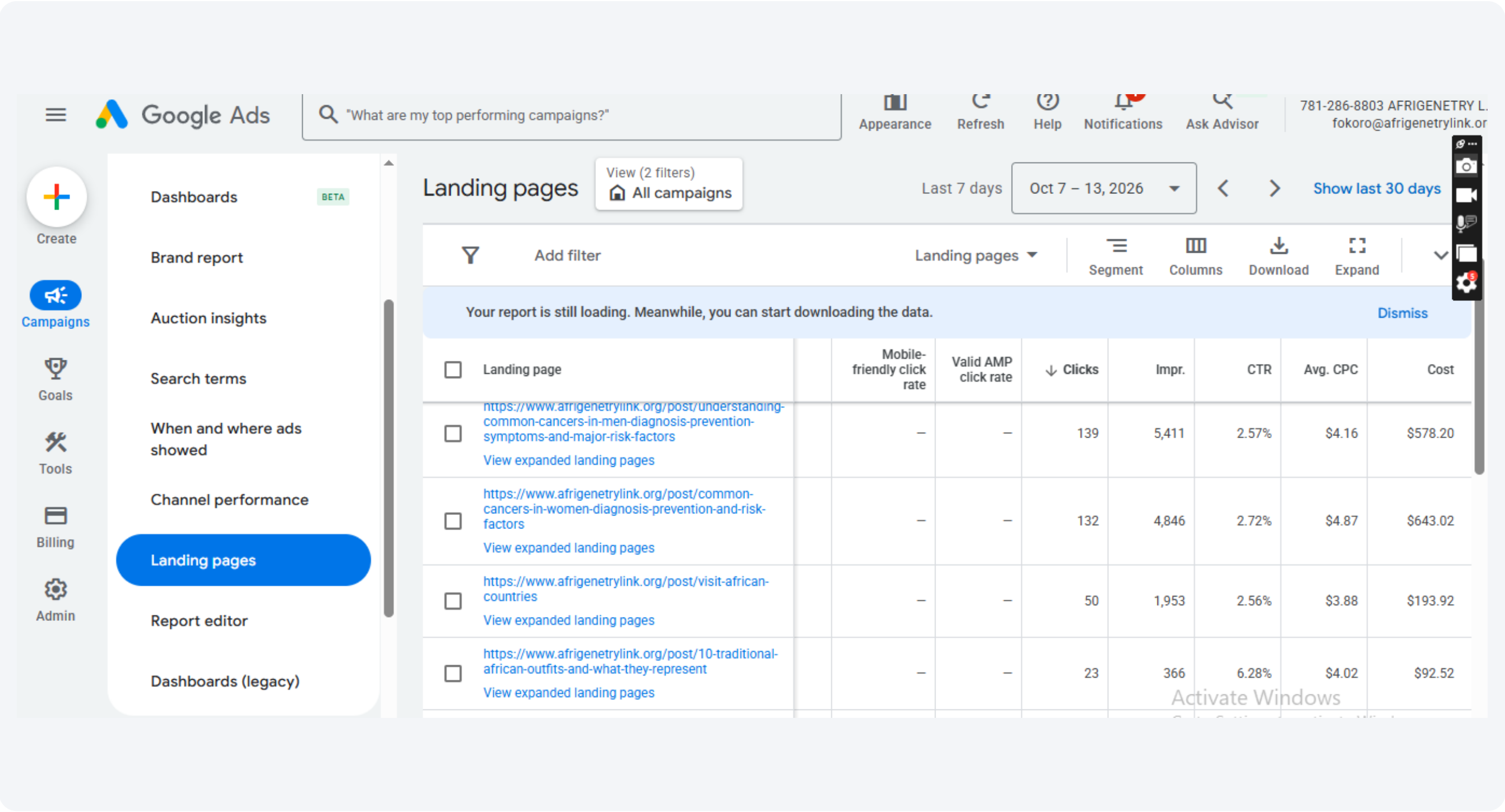
WORK DEMONSTRATED

The when-and-where report helps examine delivery patterns and ad response.

EVIDENCE RECORD

064 / 127 submitted screenshots

Landing-page performance review



WORK DEMONSTRATED

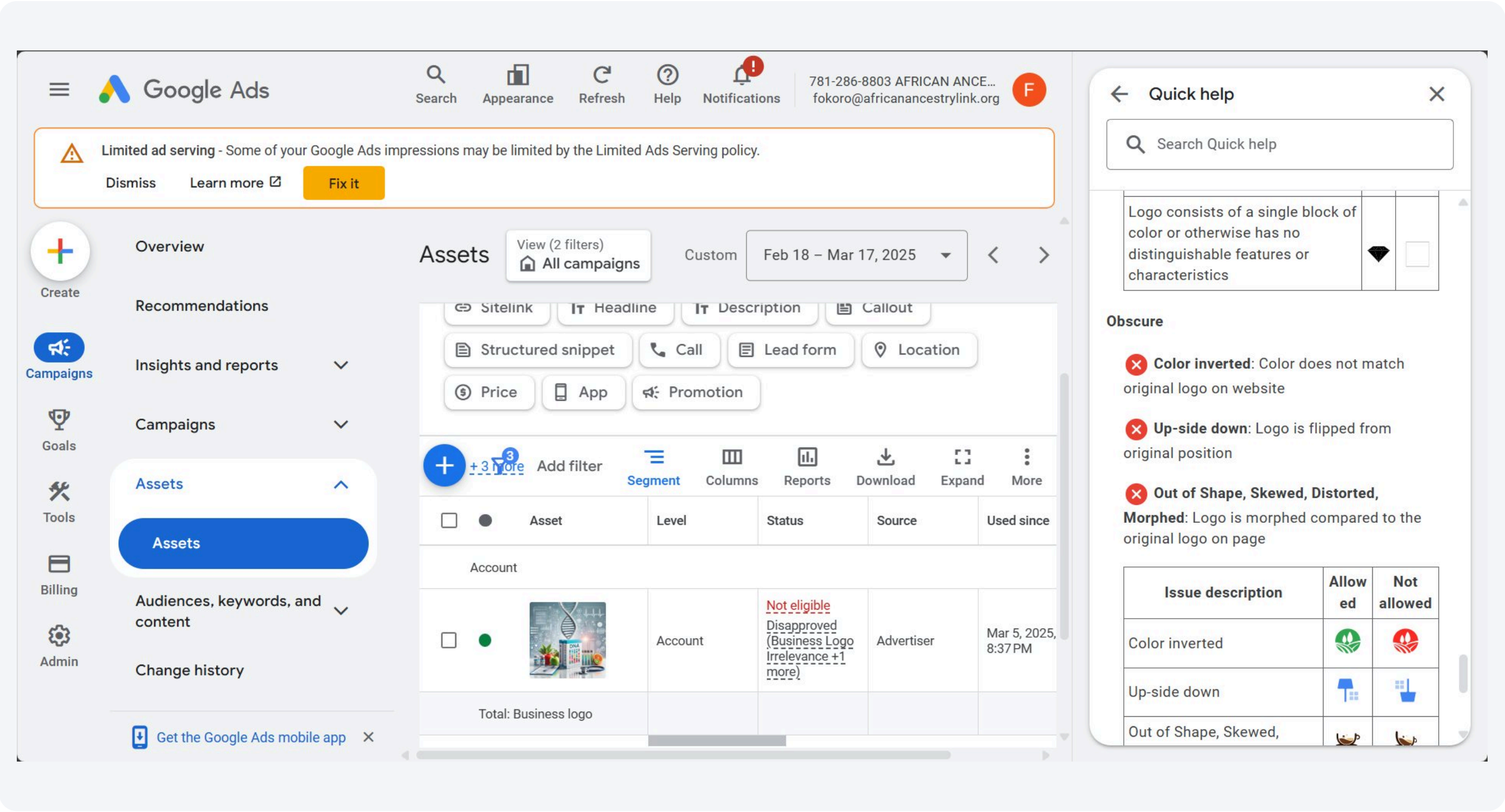
The landing-page report connects campaign traffic with destination pages and their performance.

EVIDENCE RECORD

066 / 127 submitted screenshots

AGL (google ads landing page).png

Ad restriction troubleshooting



AAL Google Ads restriction resolve.png

WORK DEMONSTRATED

The policy interface documents a restriction review. The screenshot alone does not establish final reinstatement.

EVIDENCE RECORD

004 / 127 submitted screenshots

Account change history / record 1

< 1 / 2 >  Account secure - Our investigation is complete and you can run ads again. Please review recent account activities and confirm if they were authorized or not. [Hide](#) [Fix it](#) [Learn more](#) 

Change history

View (2 filters)

All campaigns

Custom Jan 1 – 31, 2026 < > [Show last 30 days](#)

☒ All changes

Budget

Bidding

Audience

Location

Language

Conversion

Asset

Status

Feed

Other

 Add filter

Feedback

Download

Collapse

☐ User / Date & Time ↓	Tool	Change	Campaign	Ad group	Asset group
☐ tisheshap74@gmail.com Jan 30, 2026, 5:15:37 AM <u>Changes can't be undone</u>	Web client (manual)	Access is activated for "tisheshap74@gmail.com" (Admin) Granted access to "tisheshap74@gmail.com"			
☐ tobiasriis1@gmail.com Jan 30, 2026, 5:12:07 AM <u>Changes can't be undone</u>	Web client (manual)	Sent invitation to access account with "Administrative access" to "tisheshap74@gmail.com"			
☐ tobiasriis1@gmail.com Jan 26, 2026, 3:45:22 AM <u>Changes can't be undone</u>	Web client (manual)	Access level for user "support@afirigenetrylink.org" changed from "Admin" to "Google Ads standard"			
☐ tobiasriis1@gmail.com Jan 26, 2026, 3:43:53 AM <u>Changes can't be undone</u>	Web client (manual)	Access level for user "fokoro@afirigenetrylink.org" changed from "Admin" to "Google Ads standard"			
☐ tobiasriis1@gmail.com Jan 26, 2026, 3:43:21 AM <u>Changes can't be undone</u>	Web client (manual)	Granted access to "tobiasriis1@gmail.com" Access is activated for "tobiasriis1@gmail.com" (Admin)			
☐ fokoro@afirigenetrylink.org Jan 26, 2026, 3:43:08 AM	Web client (manual)	Sent invitation to access account with "Administrative access" to			

WORK DEMONSTRATED

Change history documents account activity relevant to investigating the reported compromise.

EVIDENCE RECORD

078 / 127 submitted screenshots

AGL Google Ads compromise 1.png

Account change history / record 2

< 1 / 2 >  Account secure - Our investigation is complete and you can run ads again. Please review recent account activities and confirm if they were authorized or not. [Hide](#) [Fix it](#) [Learn more](#) 

Change history

View (2 filters)
All campaigns

Custom Jan 1 – 31, 2026 < > [Show last 30 days](#)

☒ All changes

Budget

Bidding

Audience

Location

Language

Conversion

Asset

Status

Feed

Other

 Add filter

 Feedback

 Download

 Collapse

☐ User / Date & Time ↓	Tool	Change	Campaign	Ad group	Asset group
☐ tisheshap74@gmail.com Jan 30, 2026, 5:26:59 AM Changes can't be undone	Web client (manual)	Access level for user "support@afirigenetrylink.org" changed from "Billing" to "Google Ads standard"			
☐ tisheshap74@gmail.com Jan 30, 2026, 5:26:57 AM Changes can't be undone	Web client (manual)	Access level for user "fokoro@afirigenetrylink.org" changed from "Billing" to "Google Ads standard"			
☐ tisheshap74@gmail.com Jan 30, 2026, 5:25:11 AM Changes can't be undone	Web client (manual)	Access level for user "fokoro@afirigenetrylink.org" changed from "Google Ads standard" to "Billing"			
☐ tisheshap74@gmail.com Jan 30, 2026, 5:25:09 AM Changes can't be undone	Web client (manual)	Access level for user "support@afirigenetrylink.org" changed from "Google Ads standard" to "Billing"			
☐ tisheshap74@gmail.com Jan 30, 2026, 5:25:03 AM Changes can't be undone	Web client (manual)	✔ Customer manager changed			
☐ tisheshap74@gmail.com Jan 30, 2026, 5:24:51 AM Changes can't be undone	Web client (manual)	✔ Customer manager changed			
☐ tisheshap74@gmail.com Jan 30, 2026, 5:24:44 AM Changes can't be undone	Bulk upload	✔ Customer manager created			

WORK DEMONSTRATED

A second activity record preserves additional detail from the reported account incident.

EVIDENCE RECORD

079 / 127 submitted screenshots

Account change history / record 3

< 1 / 2 >  Account secure - Our investigation is complete and you can run ads again. Please review recent account activities and confirm if they were authorized or not. [Hide](#) [Fix it](#) [Learn more](#) 

Change history

View (2 filters)

 All campaigns

Custom Jan 1 – 31, 2026 < > [Show last 30 days](#)

✓ All changes

Budget

Bidding

Audience

Location

Language

Conversion

Asset

Status

Feed

Other

 Add filter

 Feedback

 Download

 Collapse

☐ User / Date & Time ↓	Tool	Change	Campaign	Ad group	Asset group
		 1 responsive search ad changed	What is African DNA	Ad group 1	
☐ support@afrigenetrylink.org Jan 31, 2026, 11:32:22PM <u>Changes can't be undone</u>	Web client (manual)	 Customer changed			
☐ forum.sfr.fr@gmail.com Jan 31, 2026, 9:49:36PM <u>Changes can't be undone</u>	Web client (manual)	Access is activated for "forum.sfr.fr@gmail.com" (Admin) Granted access to "forum.sfr.fr@gmail.com"			
☐ tobiasriis1@gmail.com Jan 31, 2026, 9:44:02PM <u>Changes can't be undone</u>	Web client (manual)	Removed user "tobiasriis1@gmail.com" (Admin)			
☐ tobiasriis1@gmail.com Jan 31, 2026, 9:43:43PM <u>Changes can't be undone</u>	Web client (manual)	Access level for user "tishesap74@gmail.com" changed from "Admin" to "Google Ads standard"			
☐ tobiasriis1@gmail.com Jan 31, 2026, 9:43:28PM <u>Changes can't be undone</u>	Web client (manual)	Sent invitation to access account with "Administrative access" to "forum.sfr.fr@gmail.com"			
☐ tishesap74@gmail.com Jan 30, 2026, 5:27:27AM <u>Changes can't be undone</u>	Web client (manual)	 Customer manager changed			

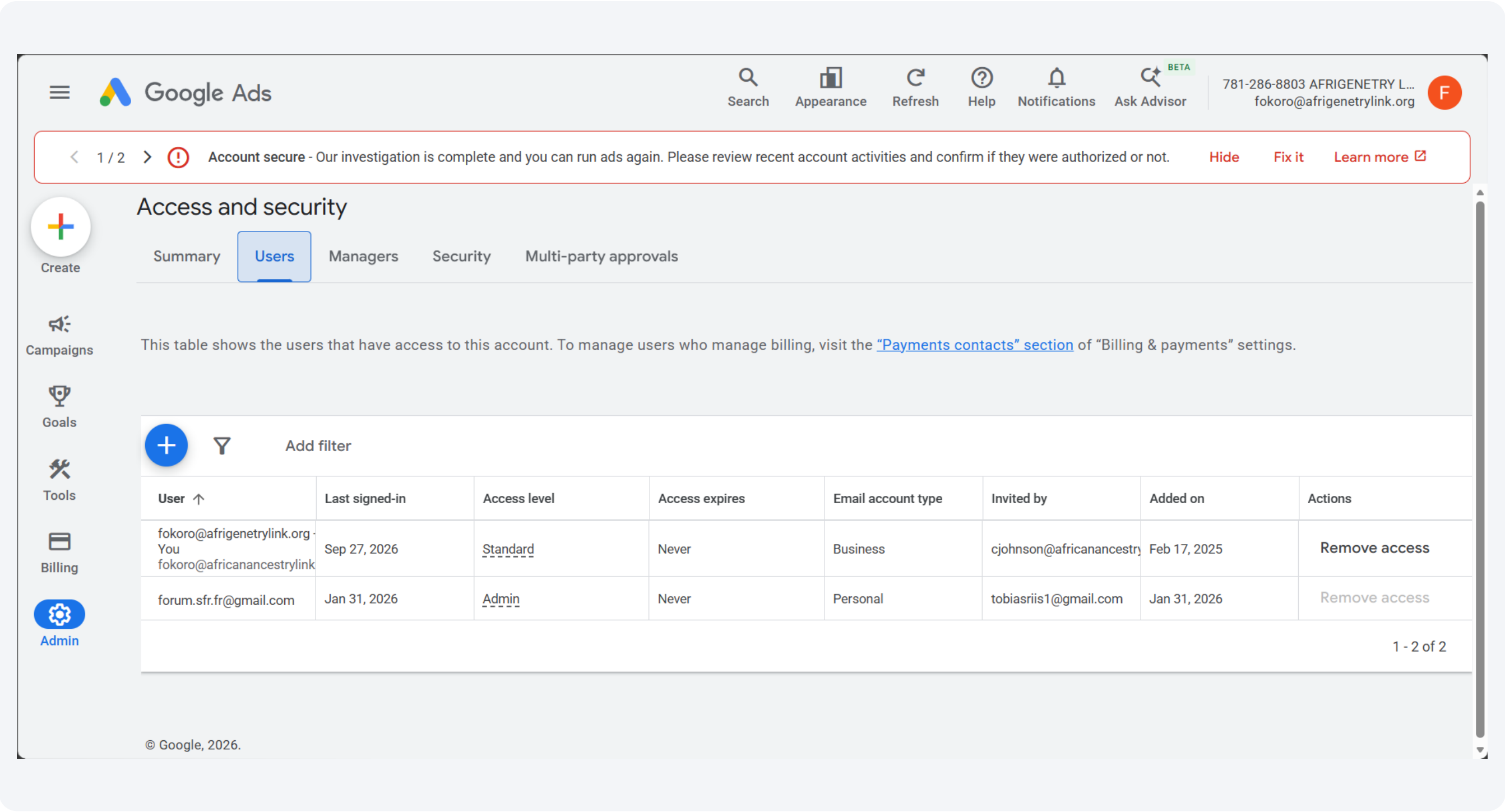
WORK DEMONSTRATED

This activity record extends the incident documentation; it is presented separately from routine campaign work.

EVIDENCE RECORD

080 / 127 submitted screenshots

Account access & security review



WORK DEMONSTRATED

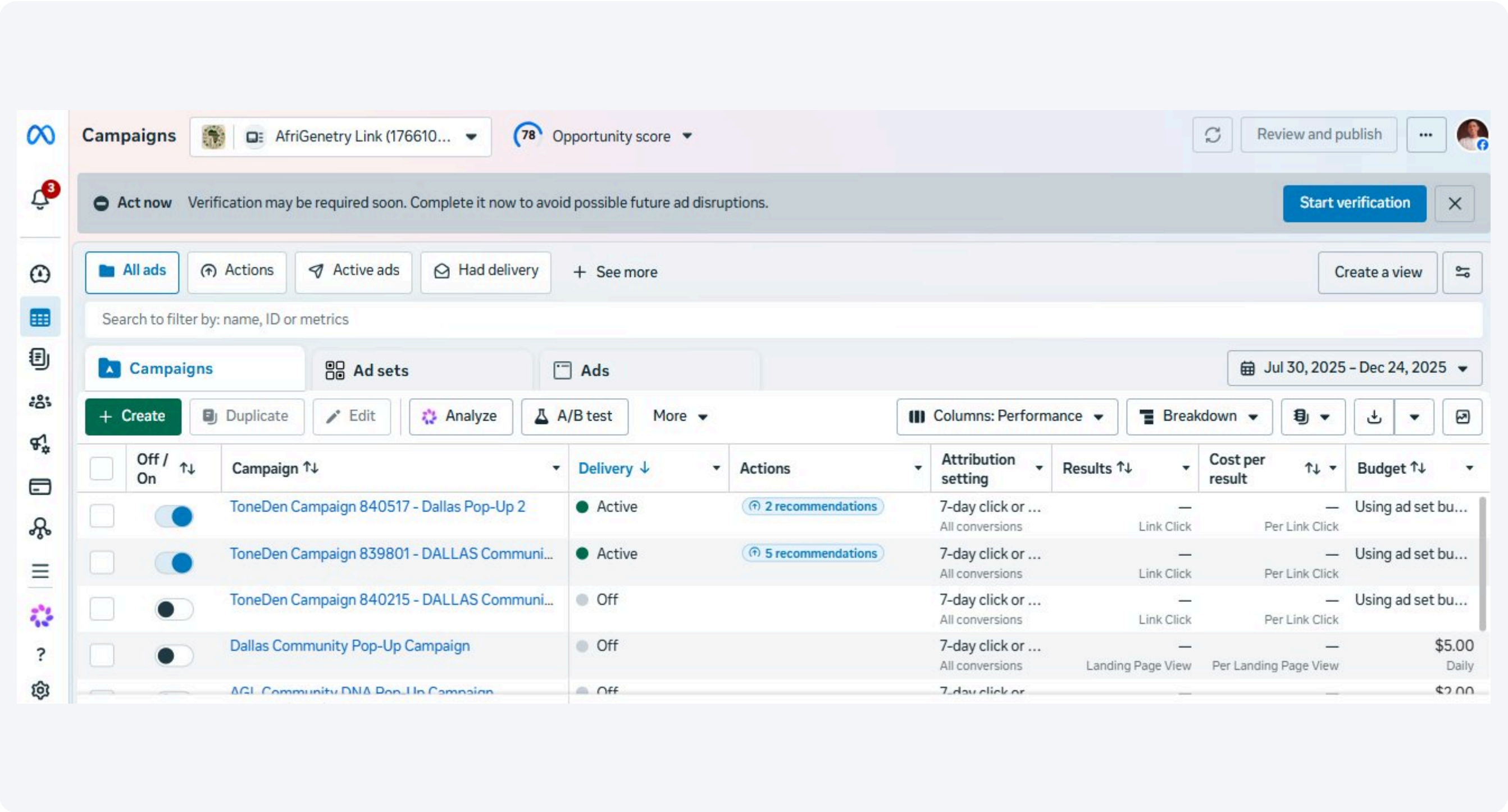
The access panel documents account users and permissions during the reported security investigation.

EVIDENCE RECORD

077 / 127 submitted screenshots

AGL Google Ads Compromise 4.png

Meta campaign structure



AGL (Meta Ads Manager) 2.png

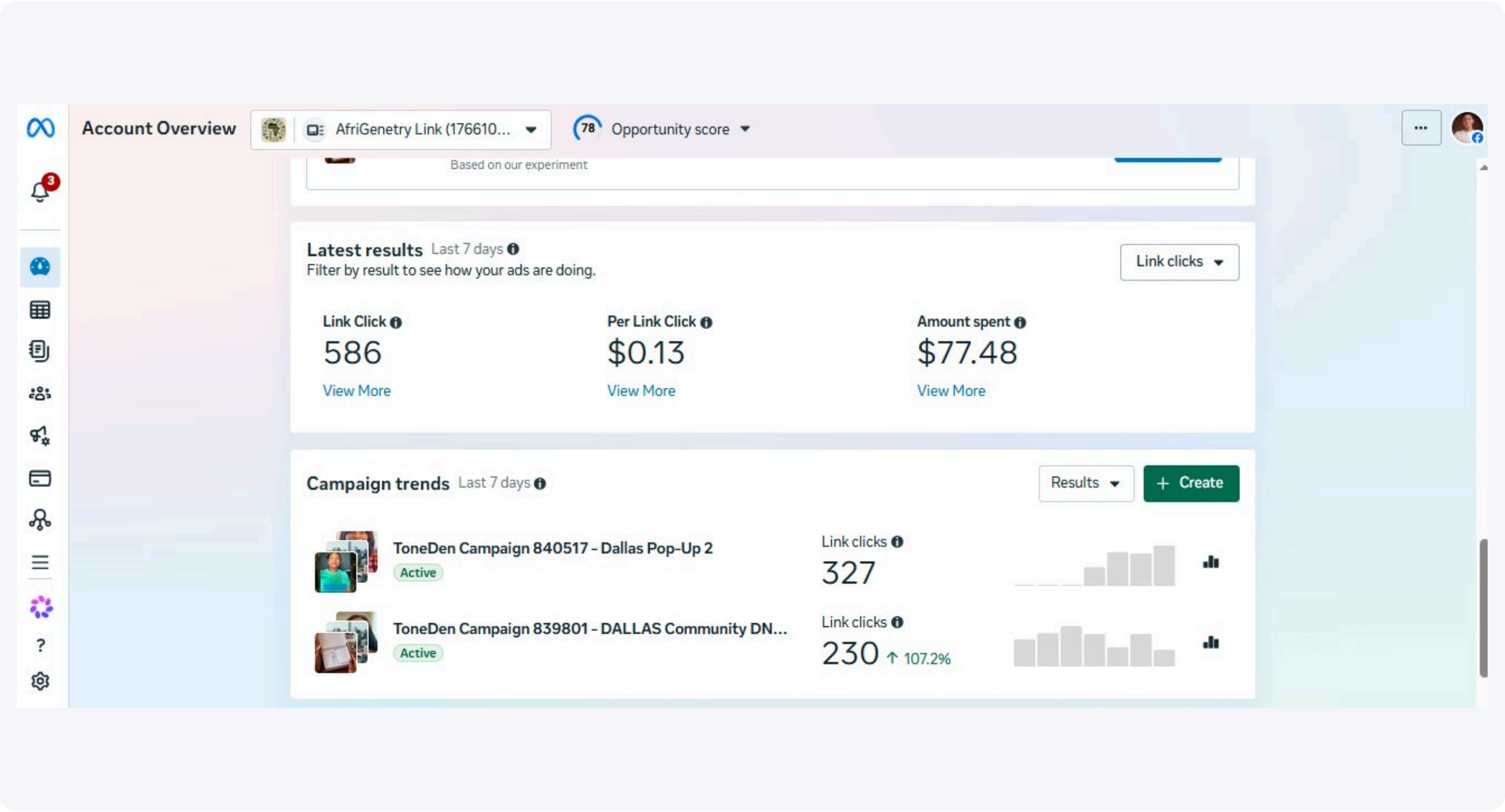
WORK DEMONSTRATED

The campaign table records active and inactive campaign paths, delivery settings and result reporting.

EVIDENCE RECORD

037 / 127 submitted screenshots

Meta traffic acquisition



AGL (Meta Ads Manager).png

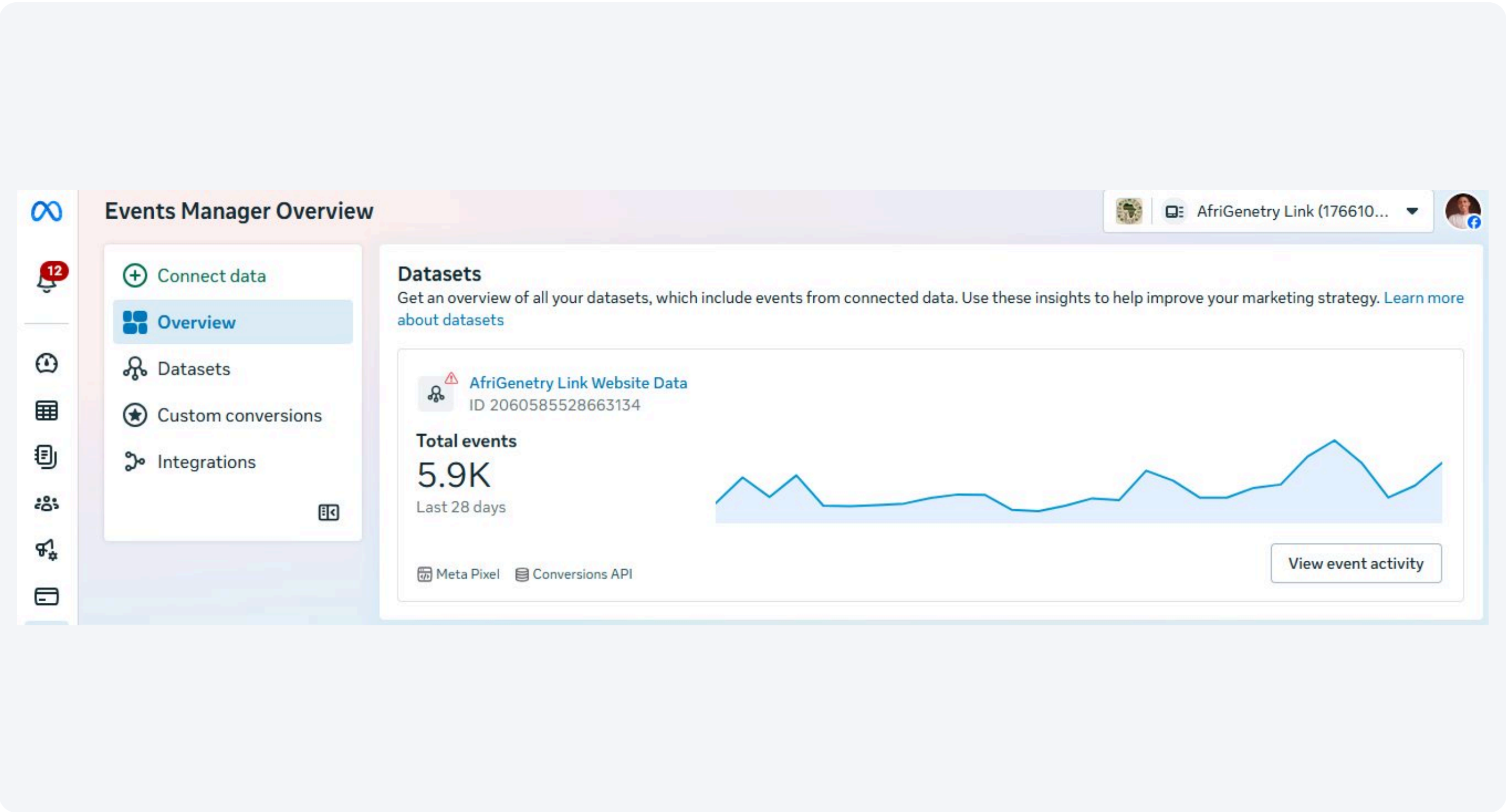
WORK DEMONSTRATED

The overview reports 586 link clicks at \$0.13 per link click and \$77.48 spent in the selected view.

EVIDENCE RECORD

038 / 127 submitted screenshots

Meta website dataset



WORK DEMONSTRATED

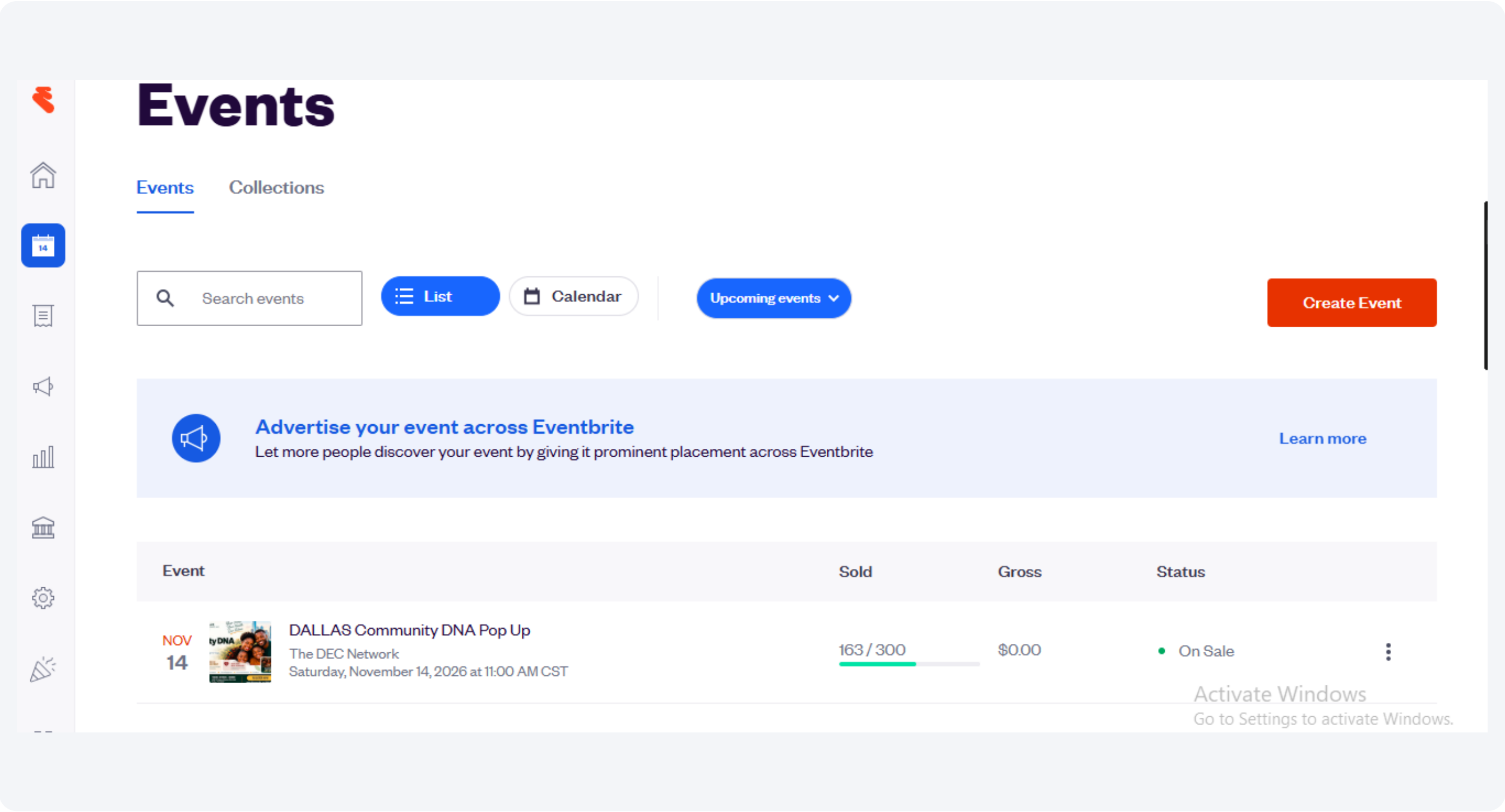
Events Manager shows website event activity. Event counts are distinct from registrations and sales.

EVIDENCE RECORD

036 / 127 submitted screenshots

AGL (Meta Ads Manager - Event - Dataset).png

Eventbrite event operations



WORK DEMONSTRATED

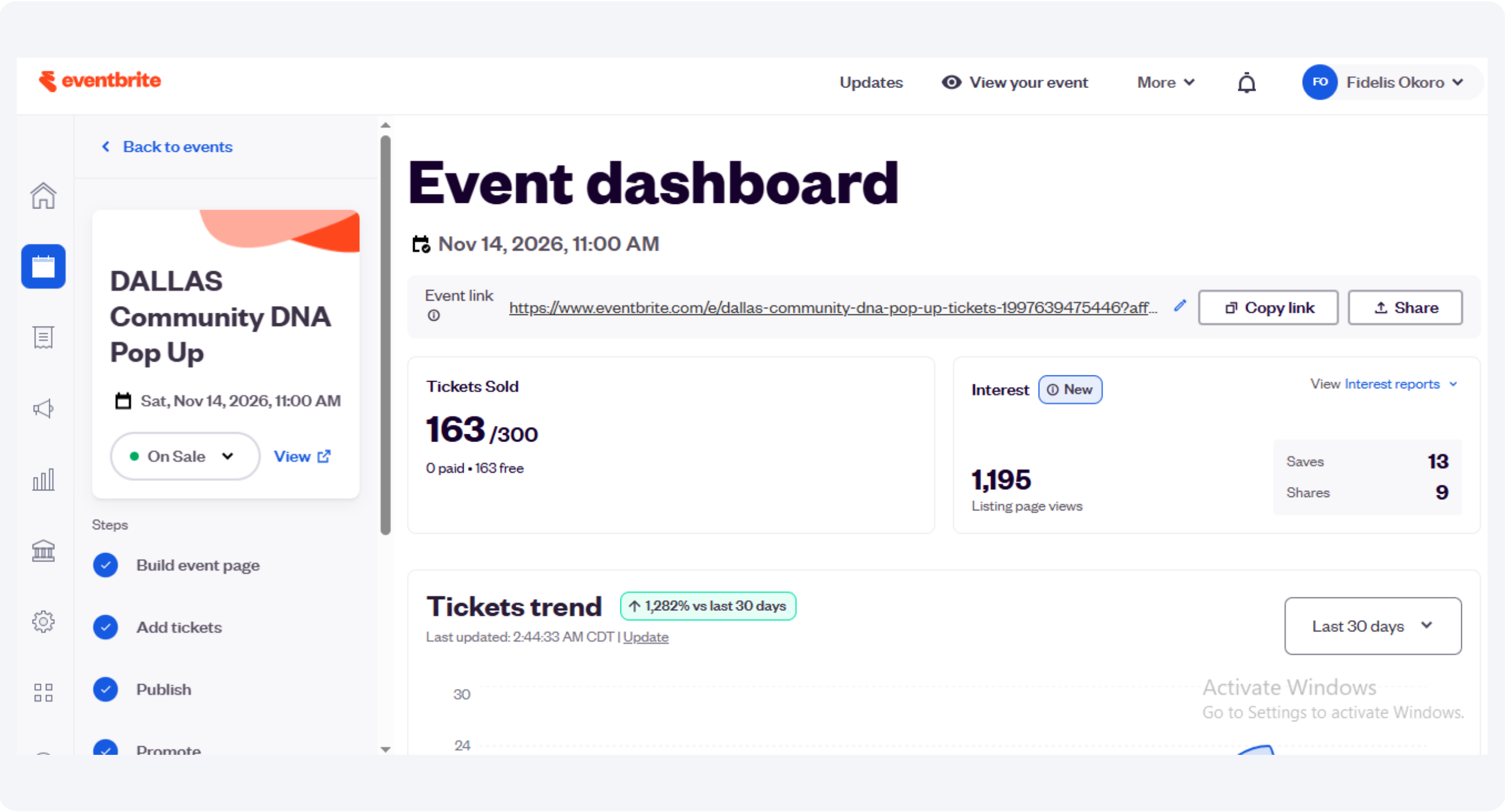
The events workspace documents event setup, listing status and ticket management.

EVIDENCE RECORD

023 / 127 submitted screenshots

AGL (Eventbrite management).png

Eventbrite registration dashboard



AGL (Eventbrite management 2).png

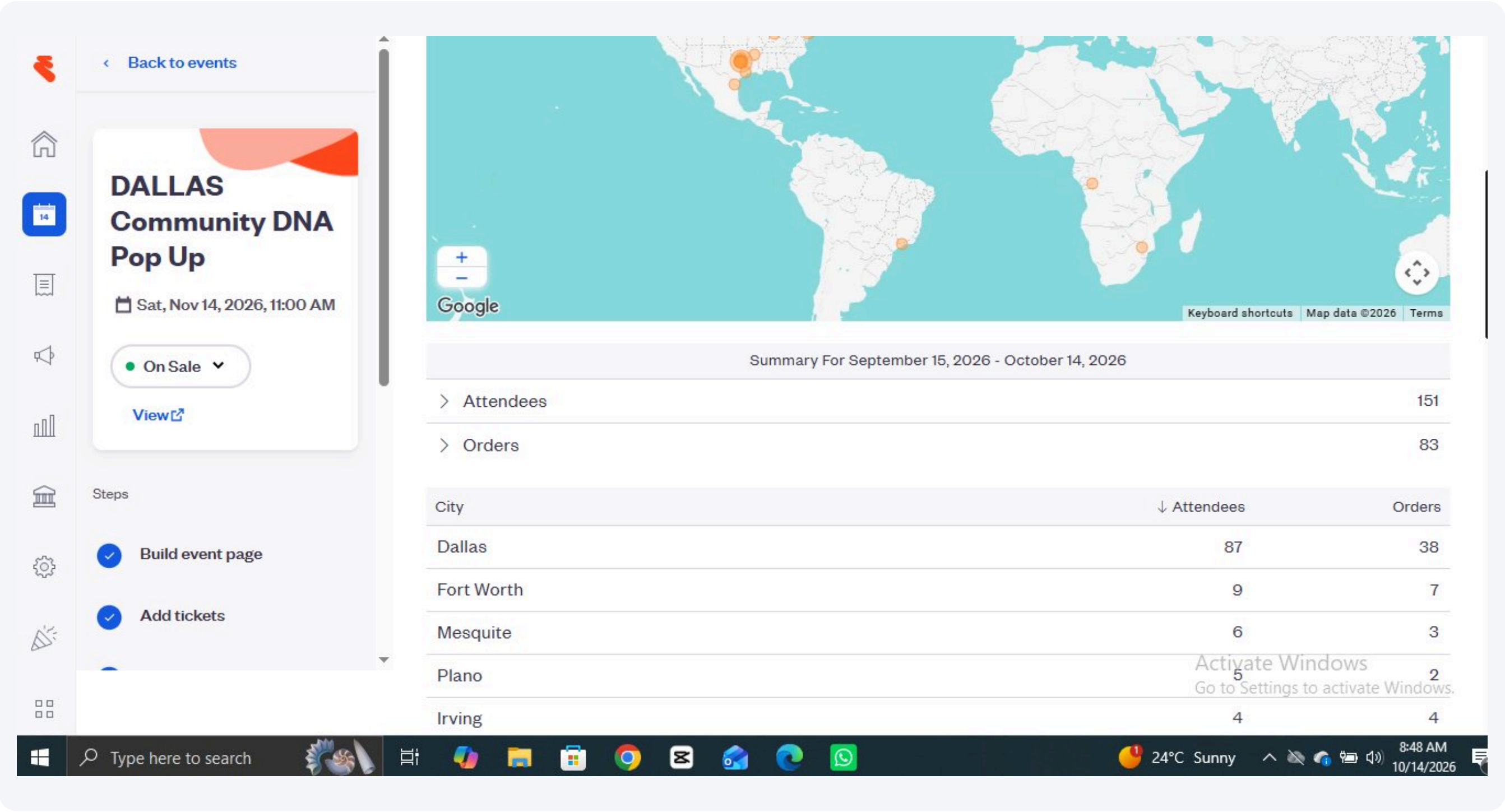
WORK DEMONSTRATED

The dashboard shows 163 tickets sold in the displayed event snapshot. Ticket count does not confirm attendance or ad attribution.

EVIDENCE RECORD

022 / 127 submitted screenshots

Eventbrite order reporting



WORK DEMONSTRATED

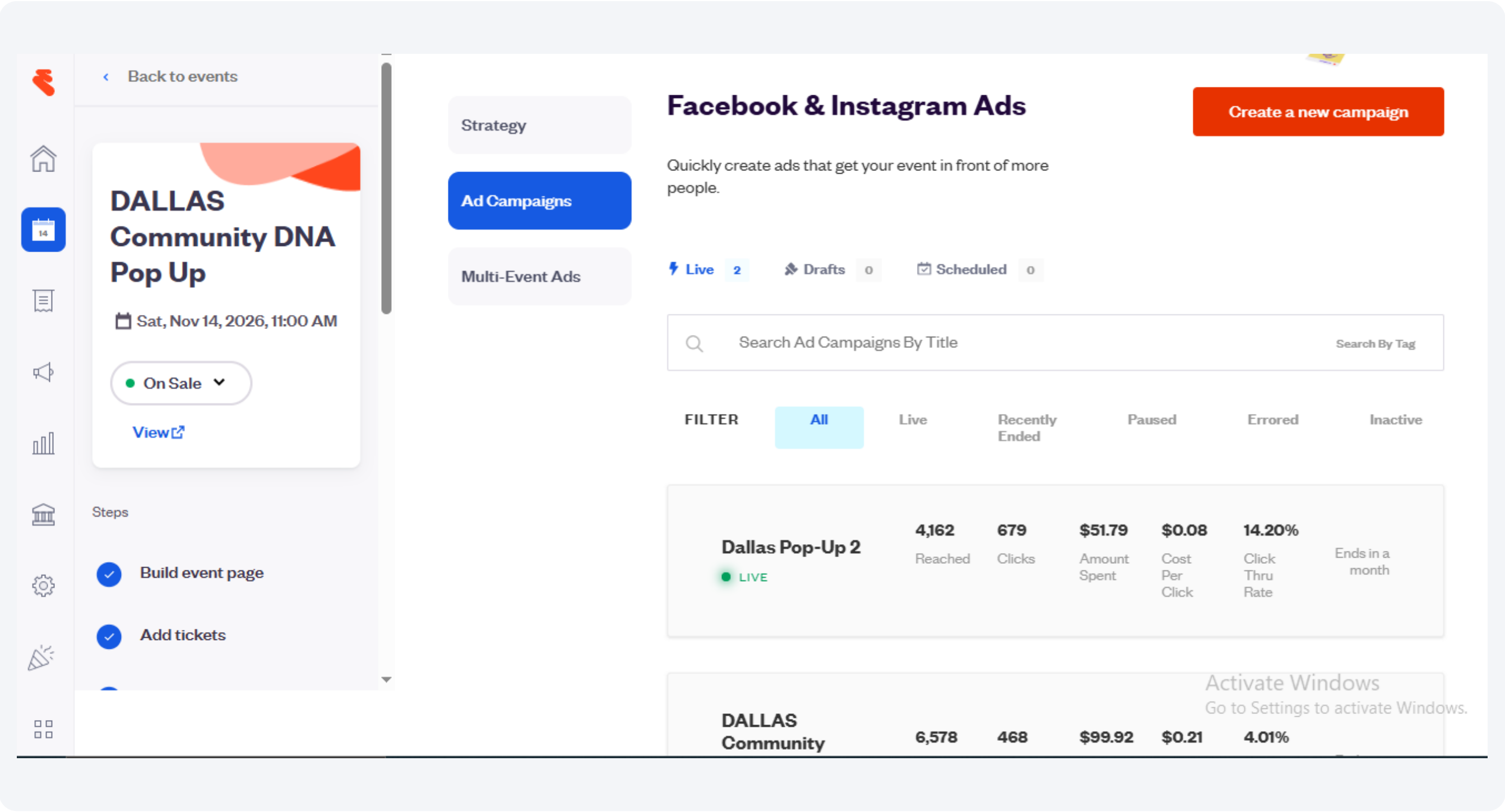
Order and location reporting supports registration monitoring and audience review.

EVIDENCE RECORD

020 / 127 submitted screenshots

AGL (Eventbrite management - Order report).png

Eventbrite paid social campaigns



WORK DEMONSTRATED

The campaign workspace documents paid promotion and campaign-level performance inside Eventbrite.

EVIDENCE RECORD

021 / 127 submitted screenshots

AGL (Eventbrite management -paid social).png

03

Analytics & website measurement

Audience, acquisition, page engagement and reporting snapshots across GA4 and Wix.

FIDELIS OKORO

AFRIGENETRY LINK / ANALYTICS & WEBSITE MEASUREMENT

Google tag configuration / record 1

Your Google tag

Installation instructions

Google tag ?

AFRICAN ANCESTRY LINK

IDs: AW-11515739918, GT-NCGVMP2L

Destinations ?

AFRIGENETRY LINK

Tag quality: Excellent

Tag is sending data. No issues detected.

View details

Settings

Some settings apply only to specific destinations. [Learn more about destination settings](#)

★

Manage automatic event detection

Configure which types of events should automatically be detected for measurement in associated Google destinations

>

↔

Configure your domains

Specify a list of domains for cross-domain measurement

>

⚙

Allow user-provided data capabilities

Configure whether or not to allow user-provided data to be included in measurement for destination products that accept such data.

>

Show more

▼

Activate W

Go to Settings

Terms of Service

•

Privacy Policy

WORK DEMONSTRATED

The Google tag settings document installation context and tag-quality status for measurement.

EVIDENCE RECORD

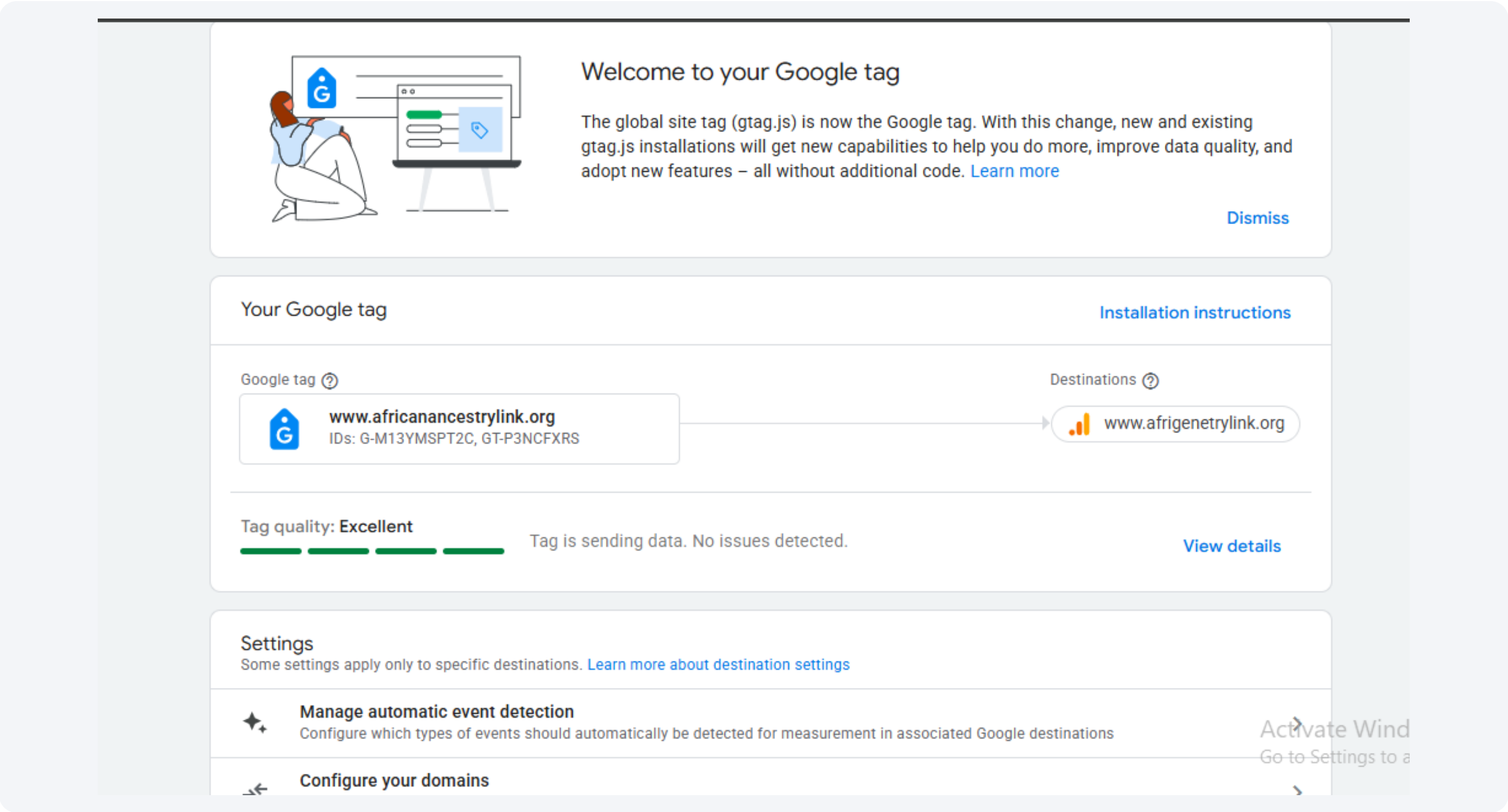
034 / 127 submitted screenshots

AGL (Google Tag Manager) 2.png

PROFESSIONAL MARKETING PORTFOLIO / OCTOBER 2026

051

Google tag configuration / record 2



WORK DEMONSTRATED

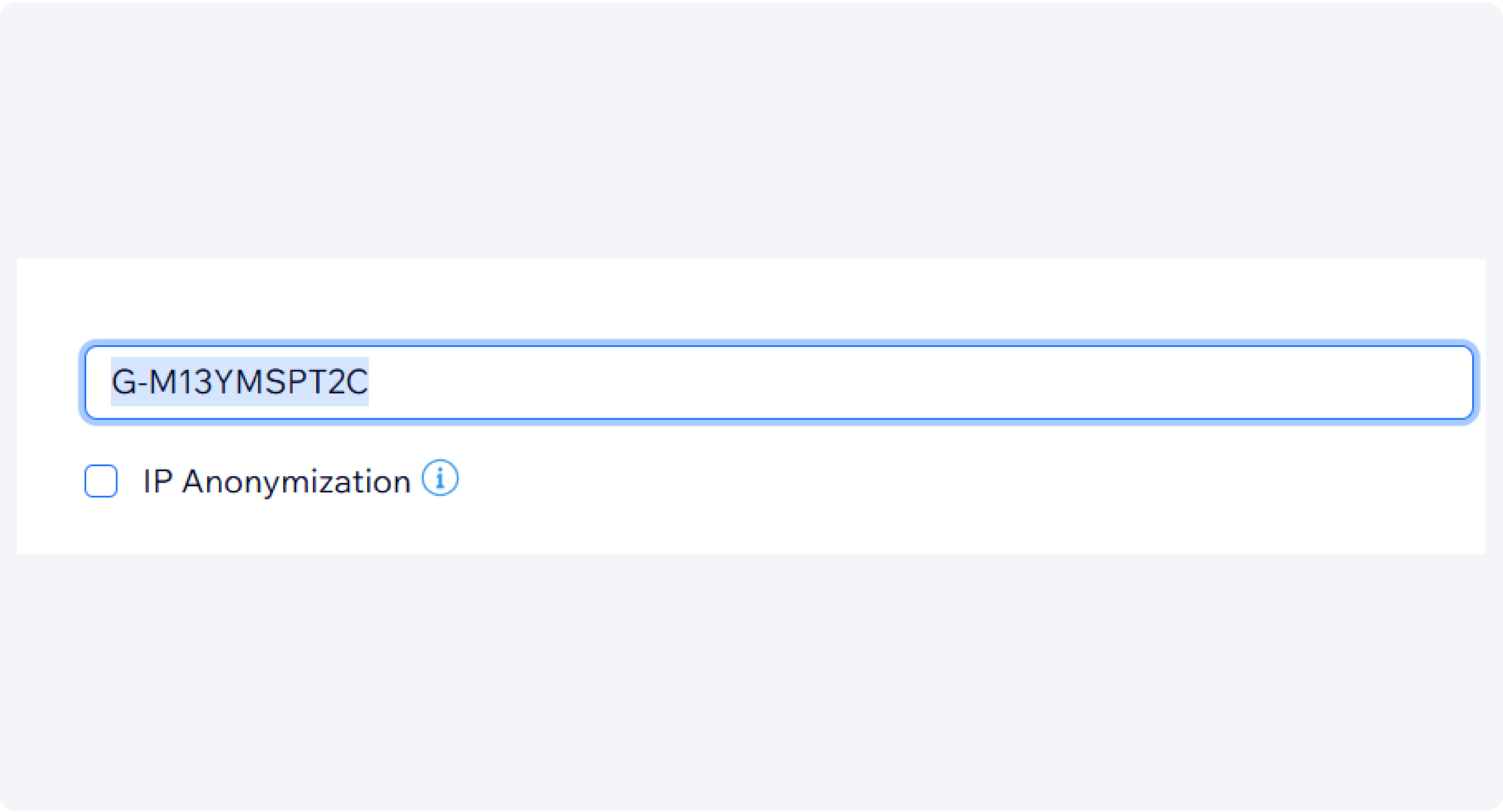
The additional Google tag view preserves the site destination and configuration record.

EVIDENCE RECORD

035 / 127 submitted screenshots

AGL (Google Tag Manager).png

Website tag identifier



Google tags on our website.png

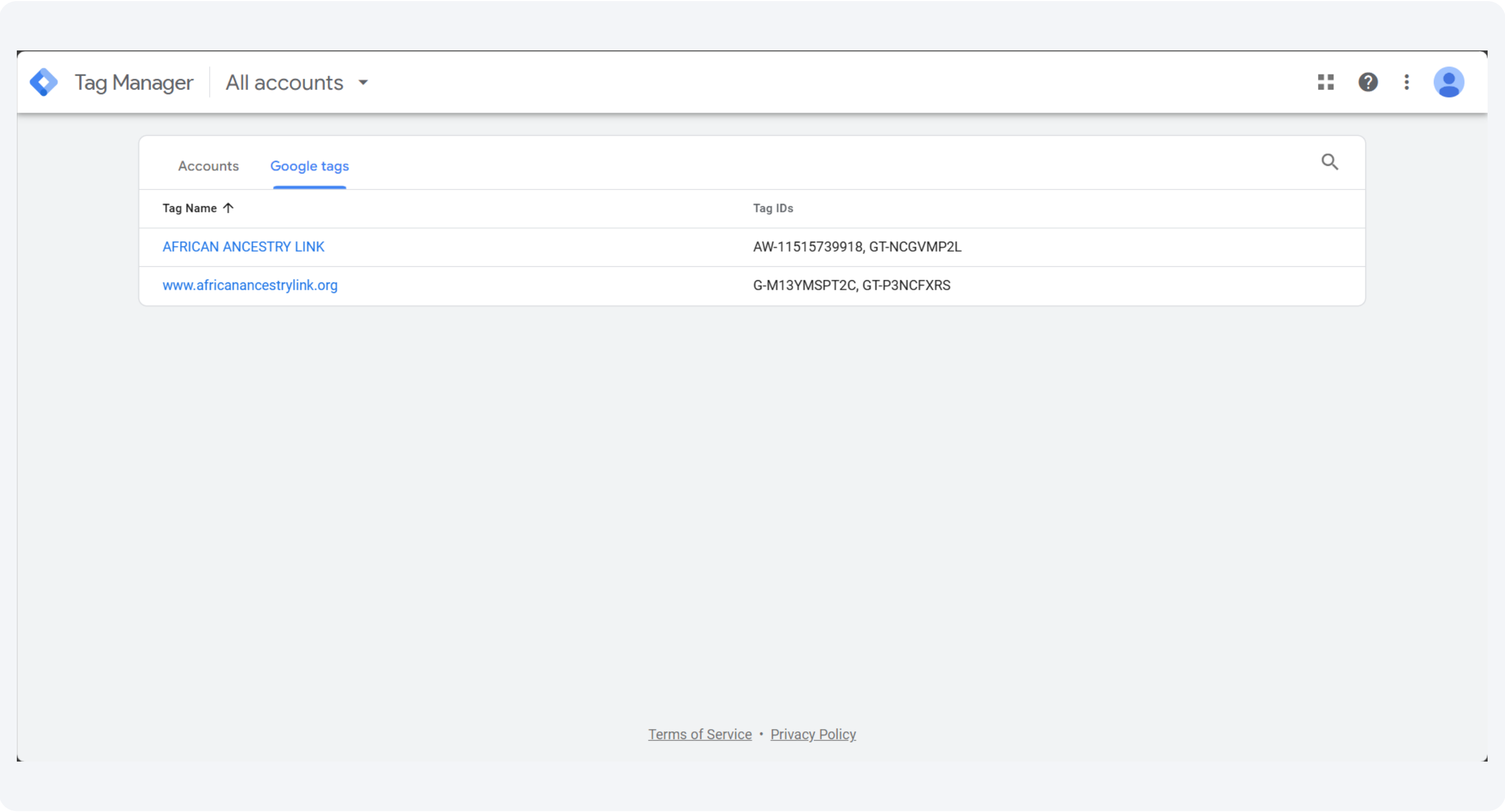
WORK DEMONSTRATED

The website settings show the analytics tag identifier used in the measurement configuration.

EVIDENCE RECORD

102 / 127 submitted screenshots

Tag Manager account view



Google tags.png

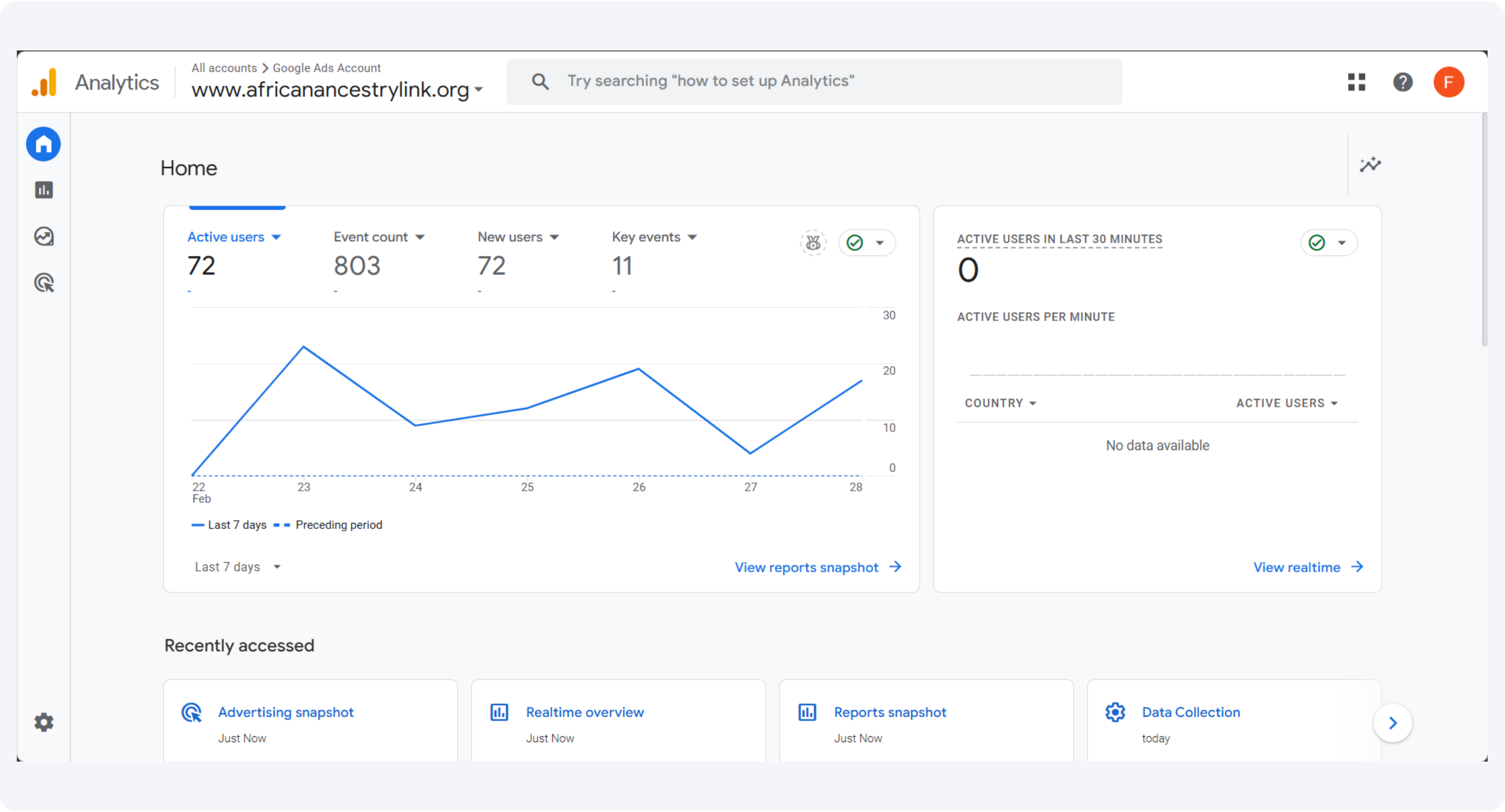
WORK DEMONSTRATED

The account listing documents the tag-management workspace. It does not by itself establish a particular event configuration.

EVIDENCE RECORD

103 / 127 submitted screenshots

Early GA4 activity snapshot



Google analytics.png

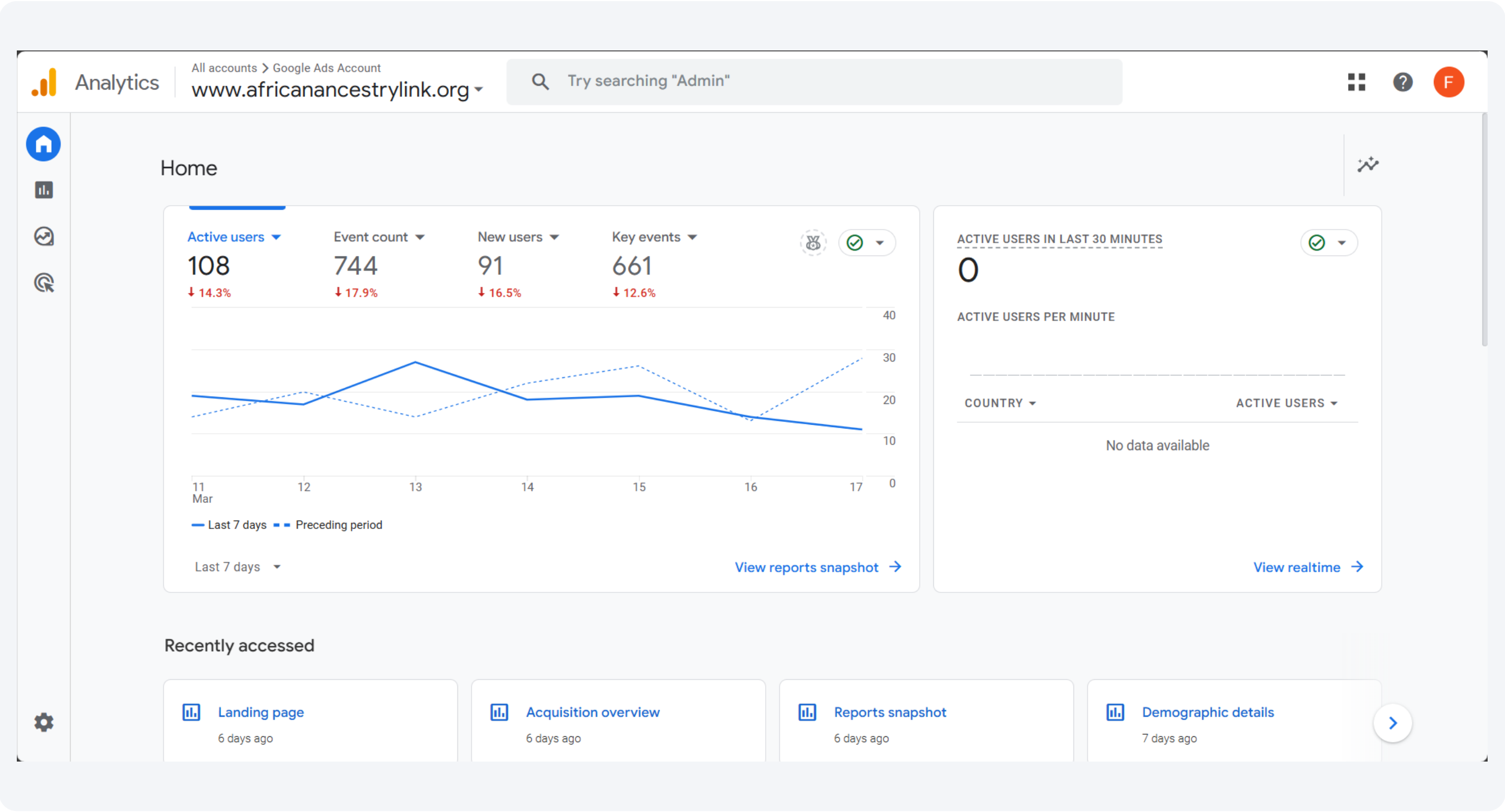
WORK DEMONSTRATED

The GA4 home view records an earlier activity snapshot for reference.

EVIDENCE RECORD

101 / 127 submitted screenshots

GA4 baseline / before



AAL google analytics (before).png

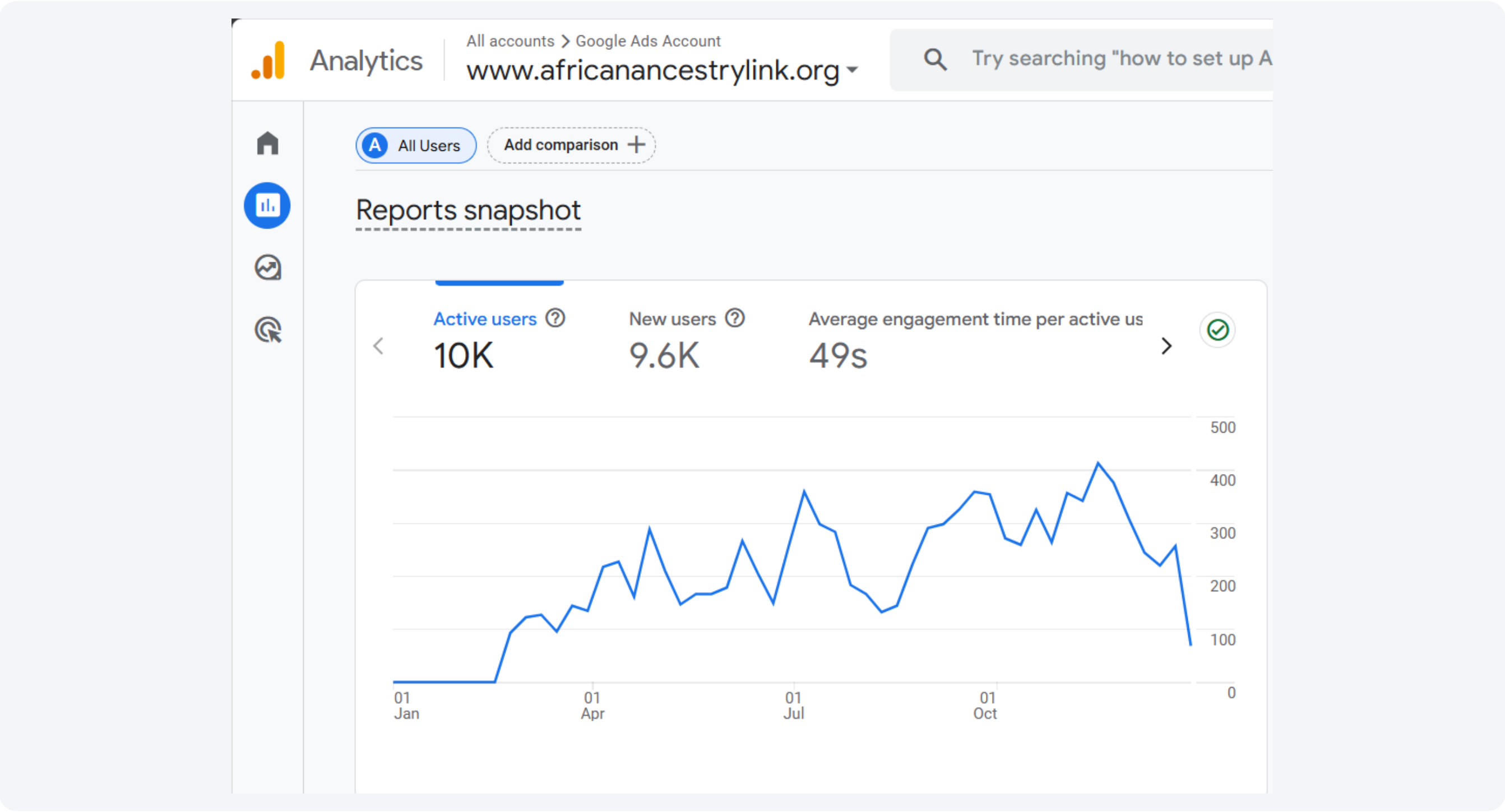
WORK DEMONSTRATED

The file is explicitly supplied as a before view and is retained as a baseline rather than an outcome.

EVIDENCE RECORD

014 / 127 submitted screenshots

GA4 reports snapshot



WORK DEMONSTRATED

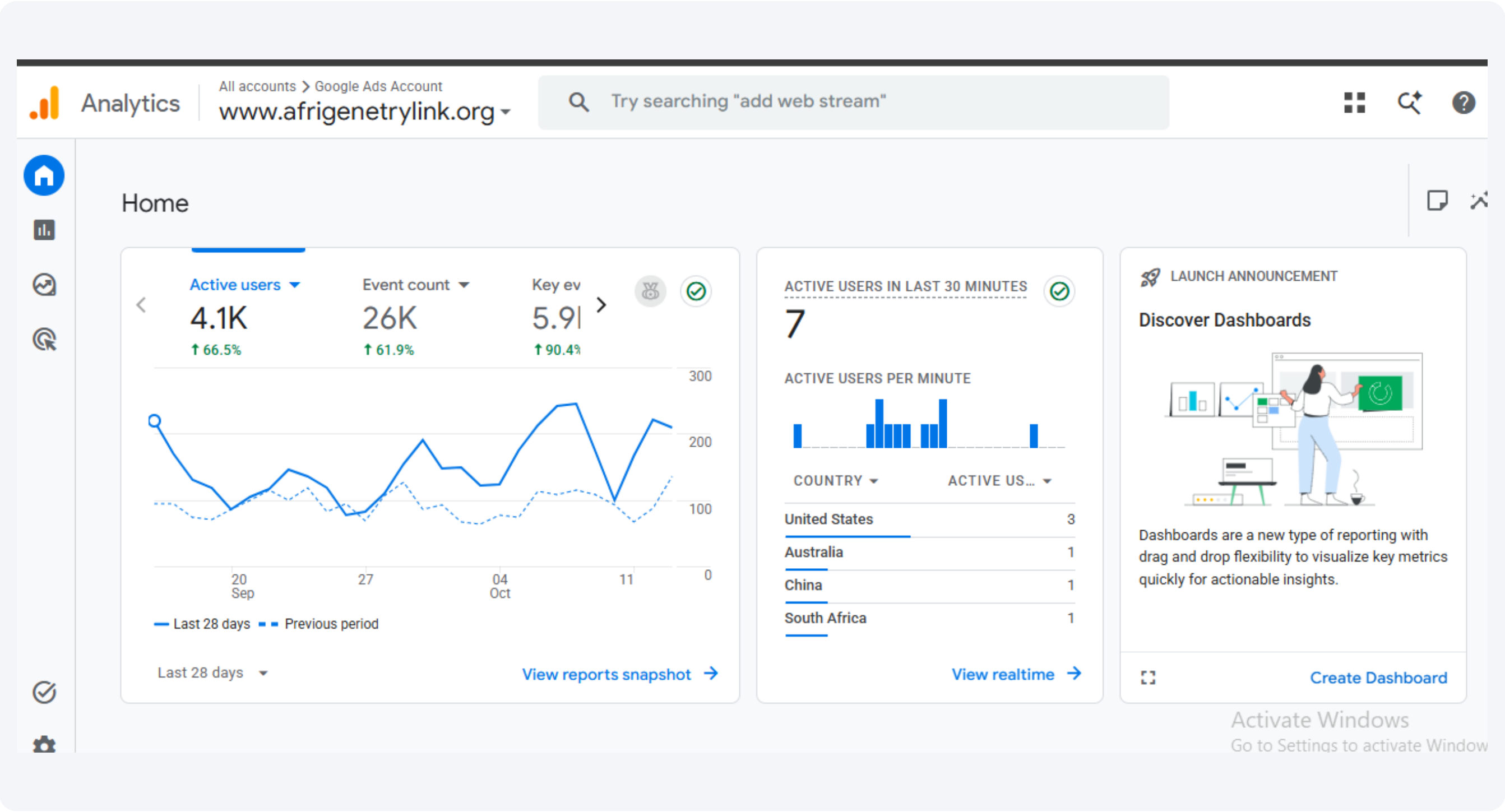
The supplied report shows 10K active users and 9.6K new users in its selected period.

EVIDENCE RECORD

094 / 127 submitted screenshots

Google Analytics AAL.png

GA4 home & key events



AGL (GA4).png

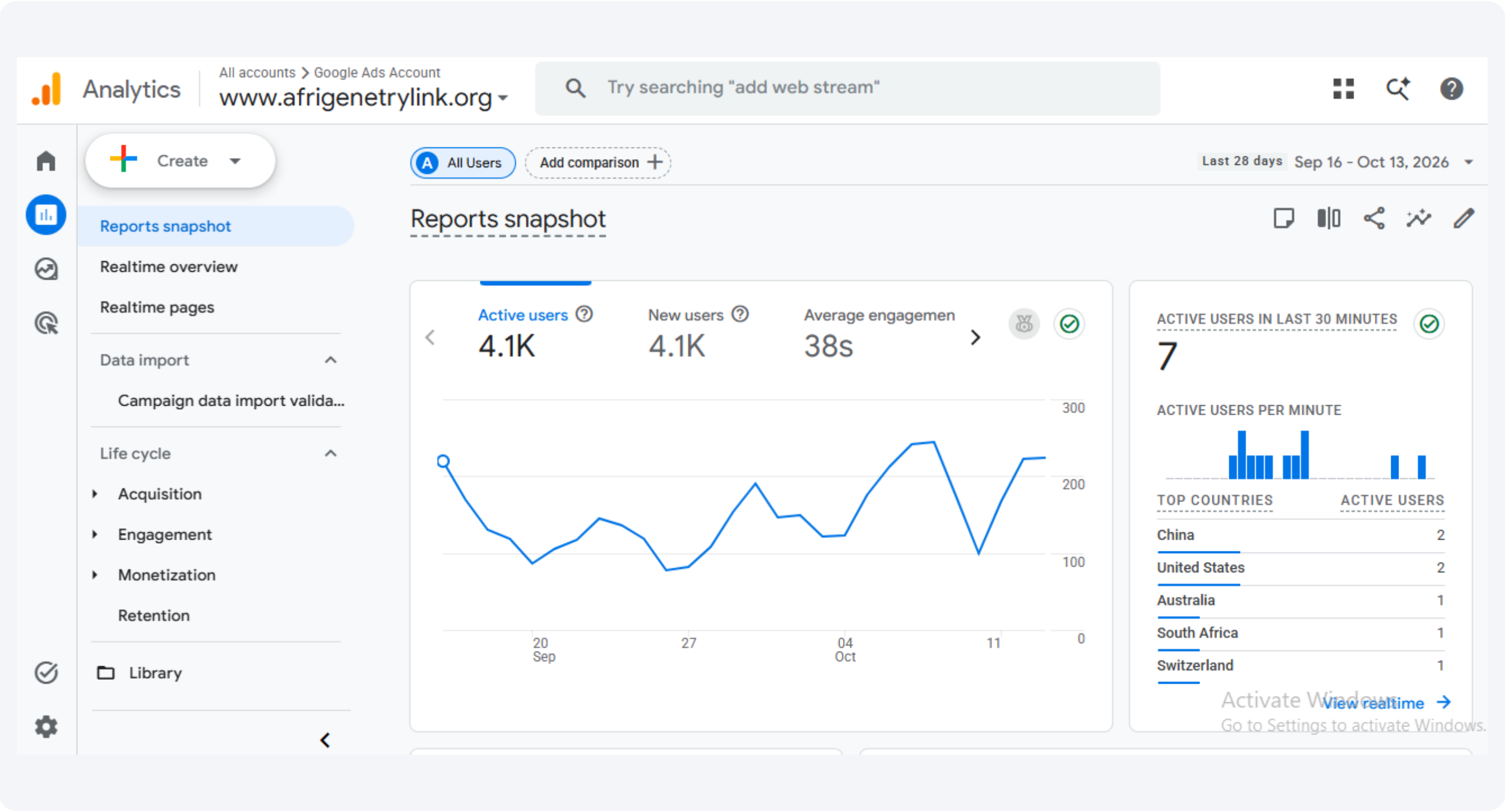
WORK DEMONSTRATED

The home view combines users, event counts and key events. These platform measures are not interchangeable with completed registrations.

EVIDENCE RECORD

028 / 127 submitted screenshots

GA4 audience & engagement



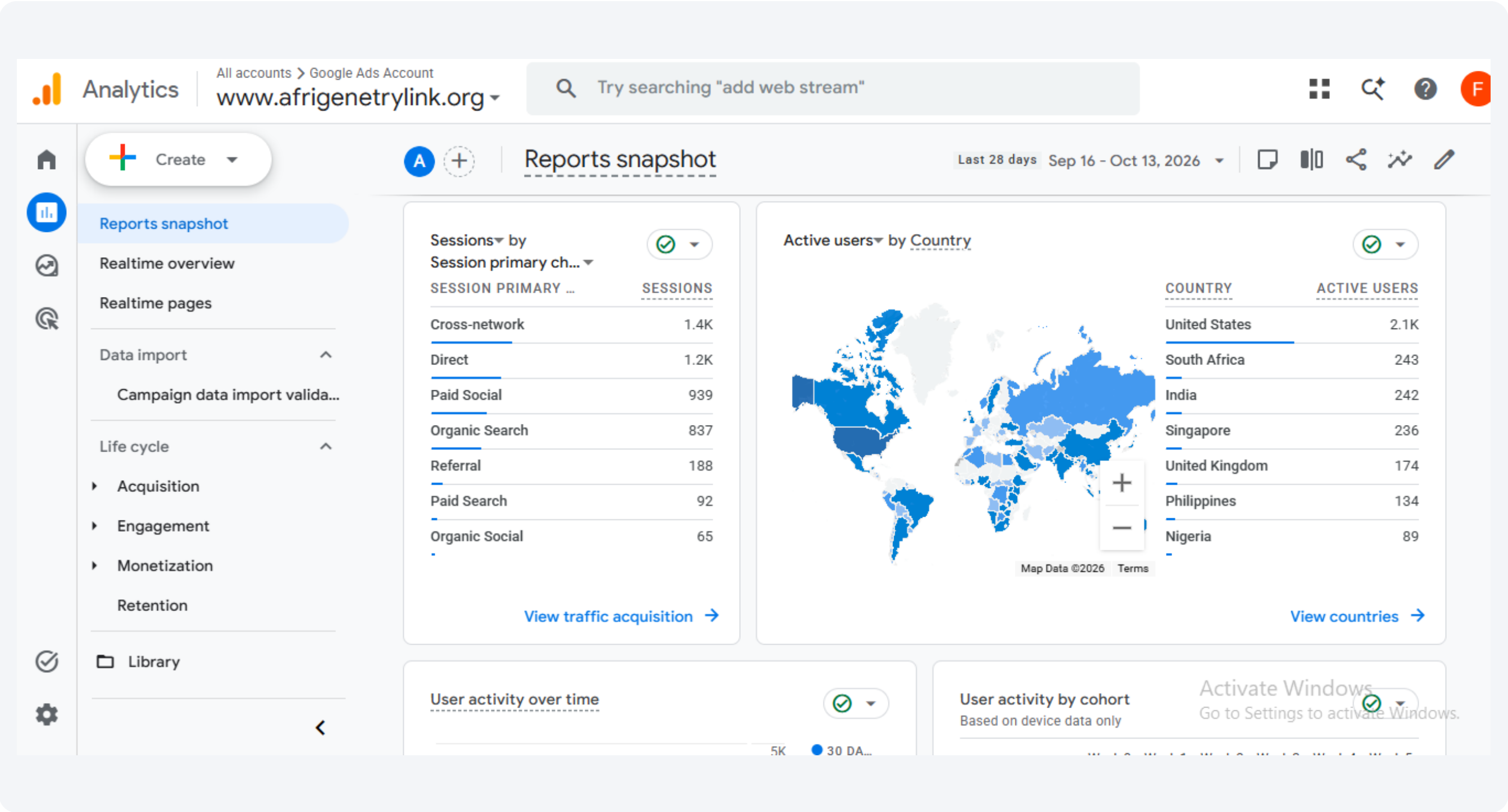
WORK DEMONSTRATED

The report summarizes active users, new users and average engagement time in the selected window.

EVIDENCE RECORD

024 / 127 submitted screenshots

GA4 acquisition & geography



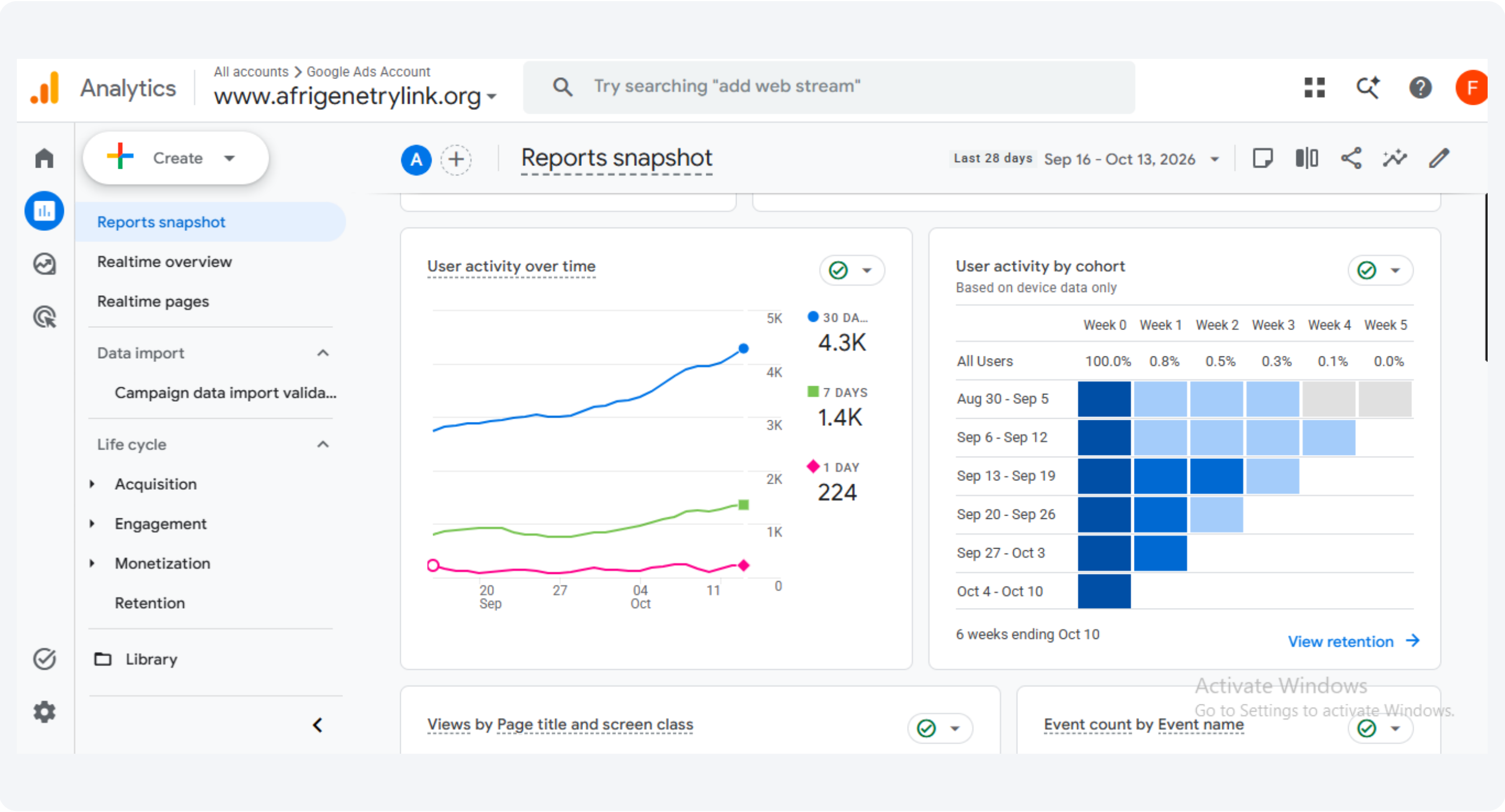
WORK DEMONSTRATED

Acquisition channels and user geography provide context for campaign and content decisions.

EVIDENCE RECORD

025 / 127 submitted screenshots

GA4 retention & activity



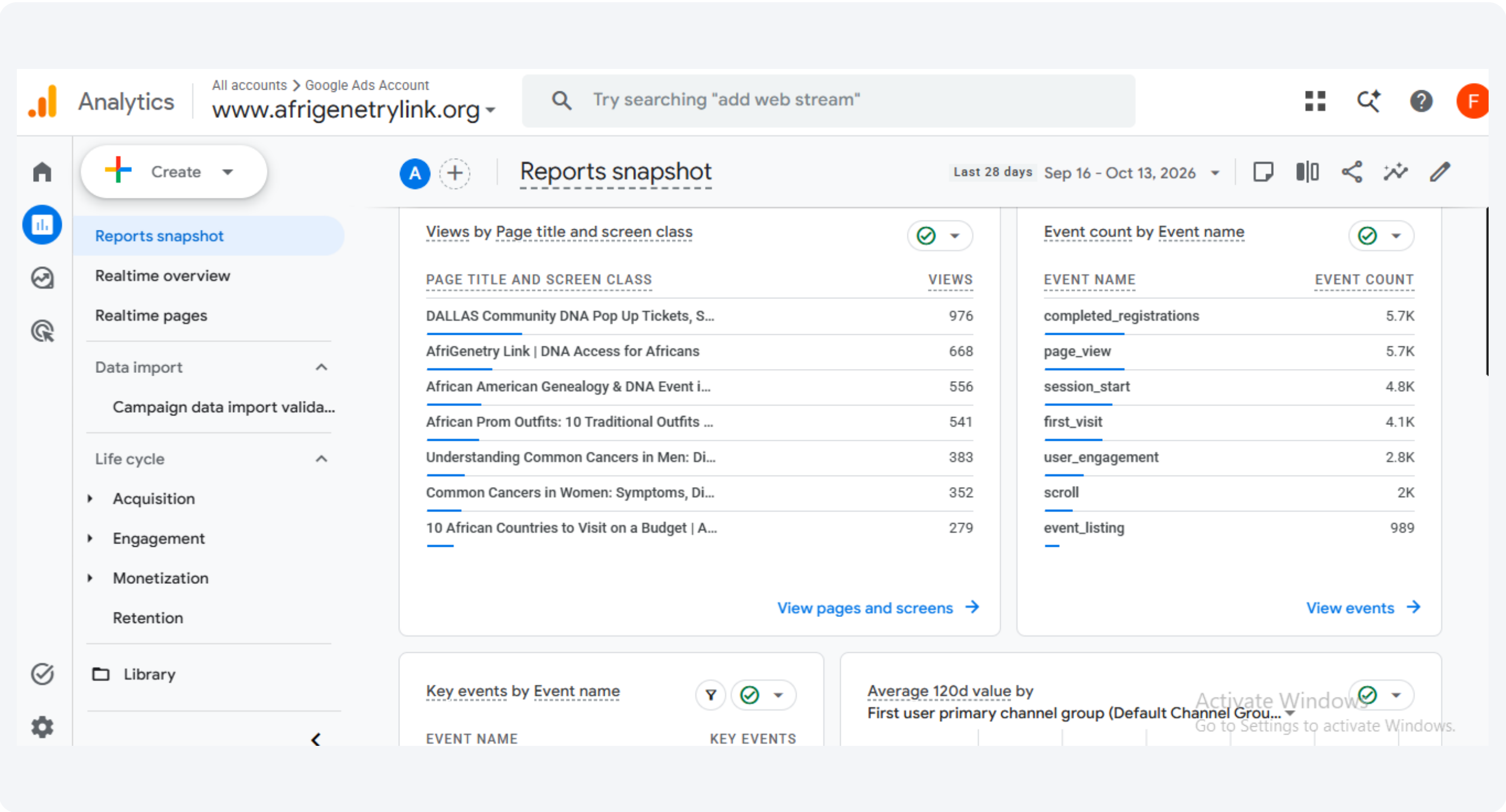
WORK DEMONSTRATED

Activity and cohort views help examine how audiences return over time.

EVIDENCE RECORD

026 / 127 submitted screenshots

GA4 pages & events



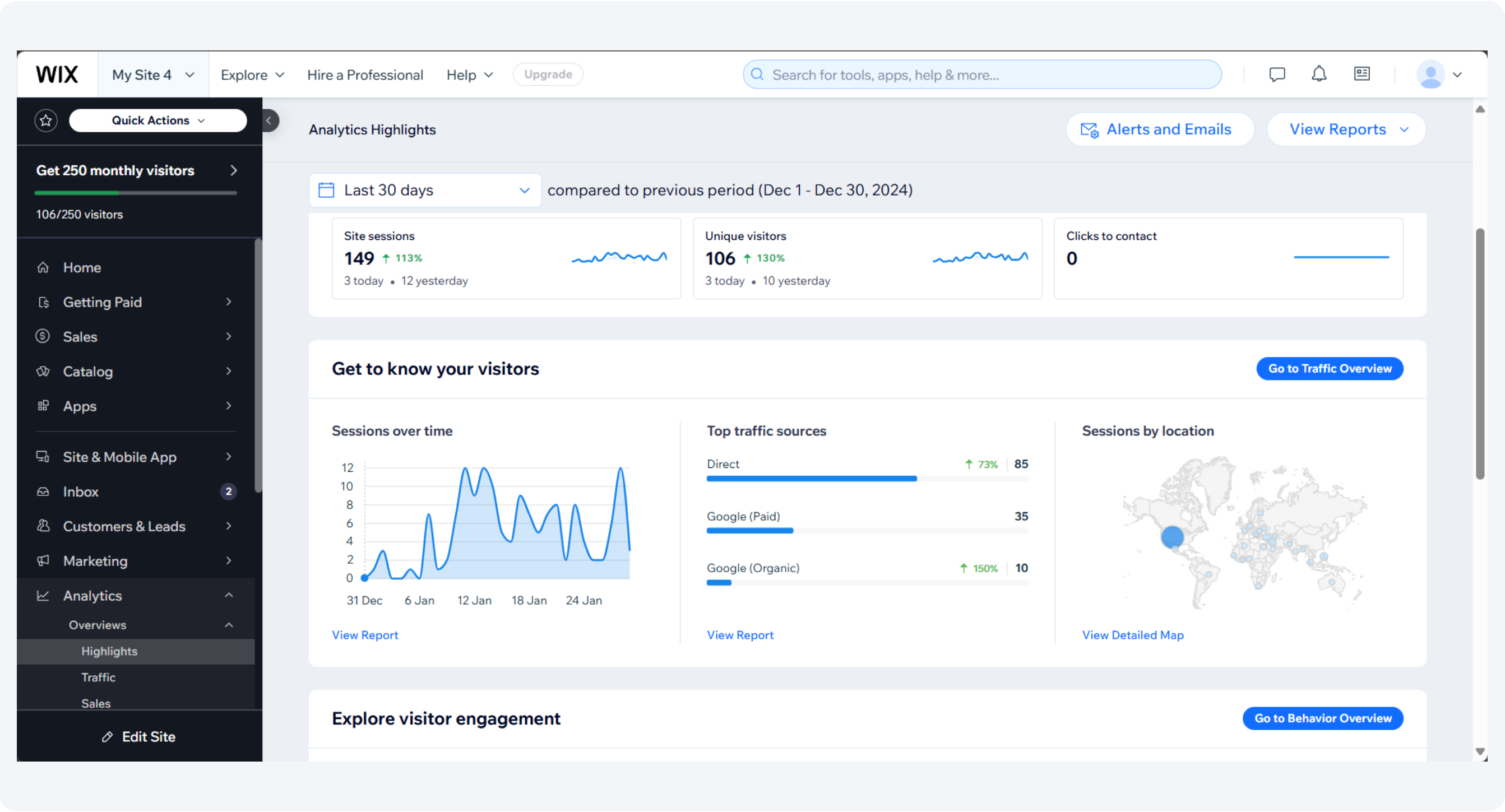
WORK DEMONSTRATED

Page titles and event counts help identify content consumption and on-site behavior.

EVIDENCE RECORD

027 / 127 submitted screenshots

Early Wix website analytics



Website analytics.png

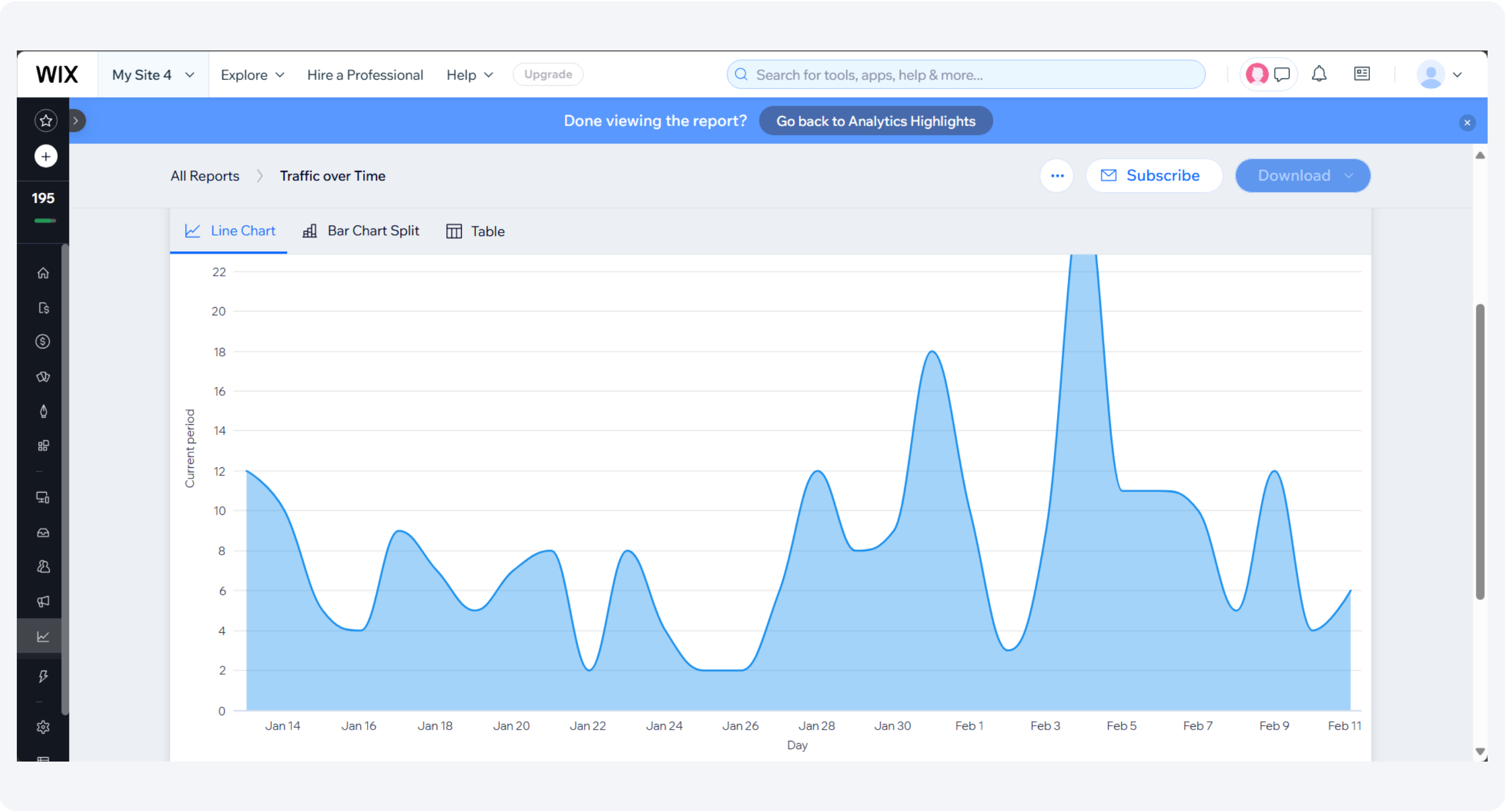
WORK DEMONSTRATED

Website trends document sessions and visitors during an earlier reporting window.

EVIDENCE RECORD

111 / 127 submitted screenshots

Website traffic trend



web analytics.png

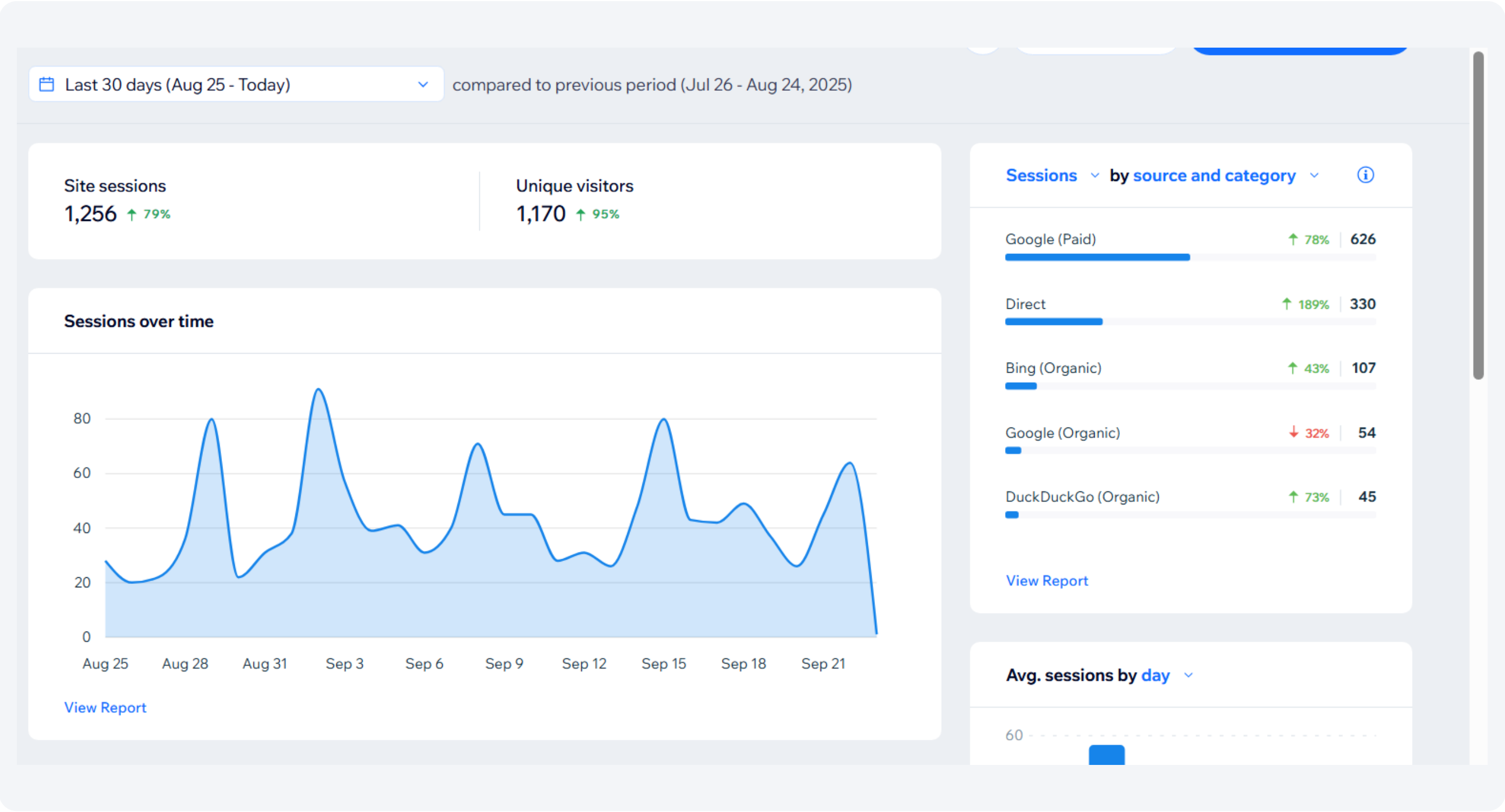
WORK DEMONSTRATED

The traffic chart provides a time-based view of website activity.

EVIDENCE RECORD

127 / 127 submitted screenshots

Website acquisition sources



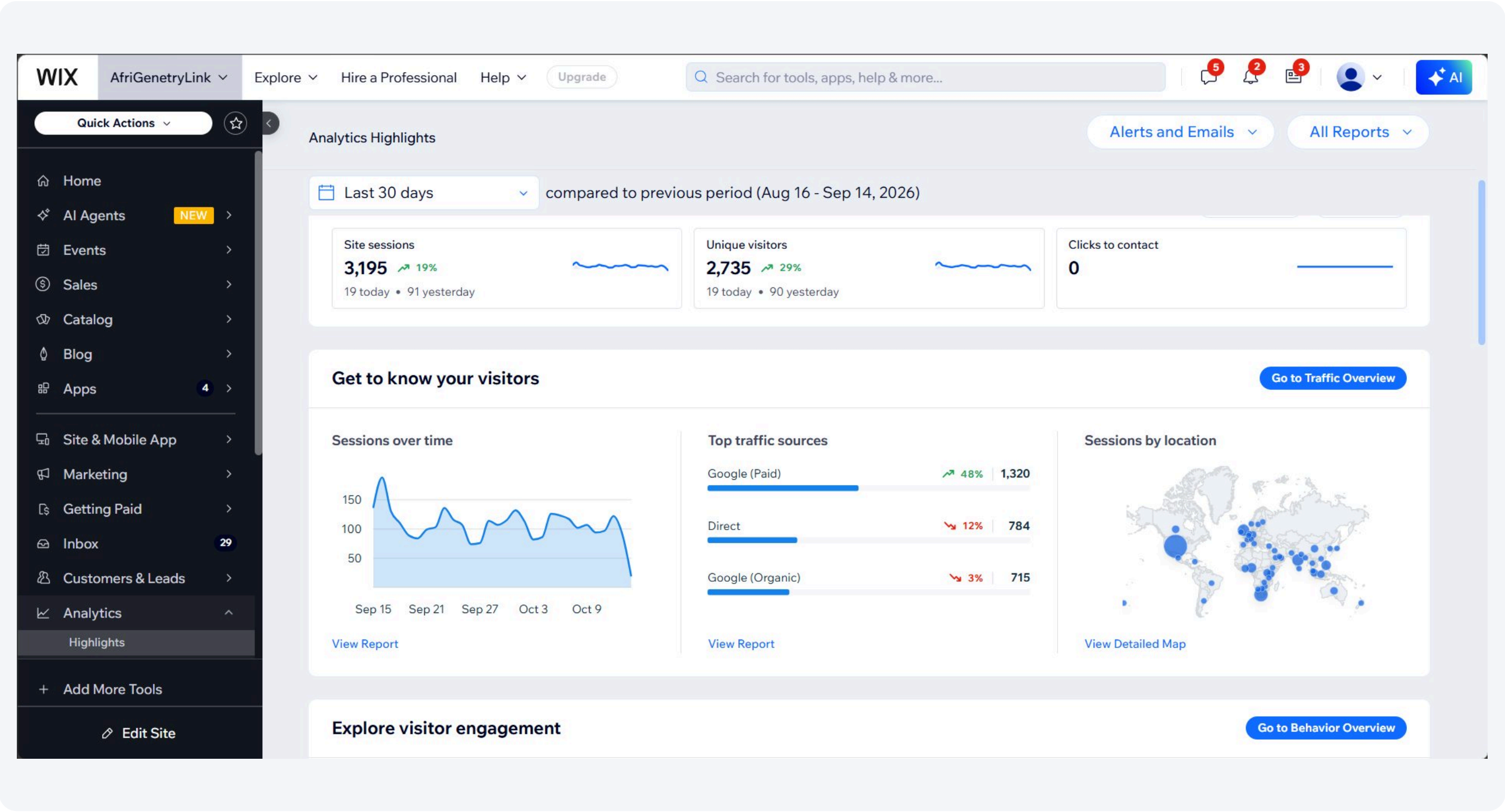
WORK DEMONSTRATED

The source breakdown places traffic volume alongside acquisition channels for the selected period.

EVIDENCE RECORD

017 / 127 submitted screenshots

Website audience overview



AGL (Website analytics).png

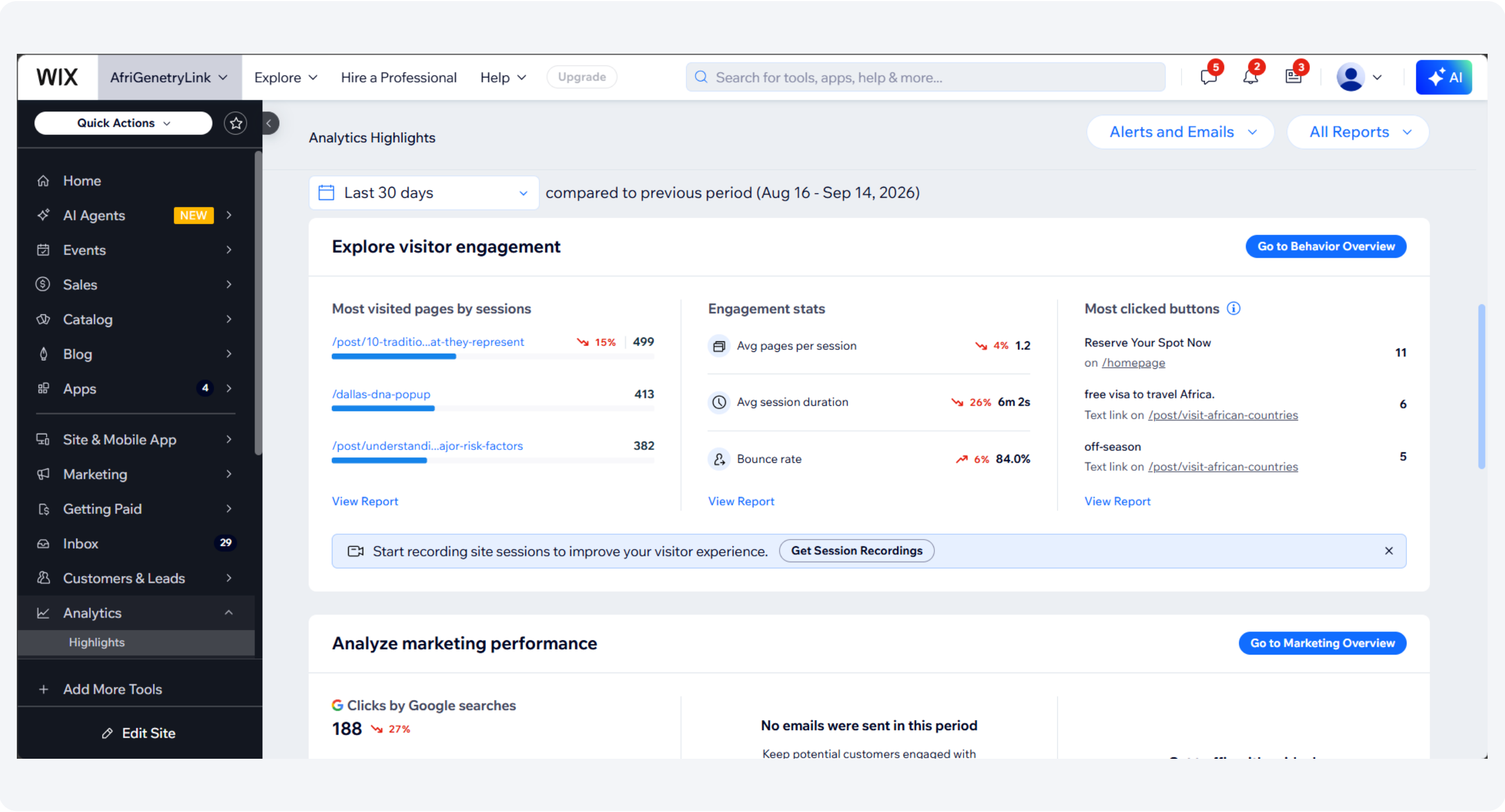
WORK DEMONSTRATED

Sessions, visitors, channels and geography provide an operational overview of website activity.

EVIDENCE RECORD

055 / 127 submitted screenshots

Website engagement detail



AGL (website analytics 2).png

WORK DEMONSTRATED

Engagement and marketing performance panels support review of content use and acquisition.

EVIDENCE RECORD

076 / 127 submitted screenshots

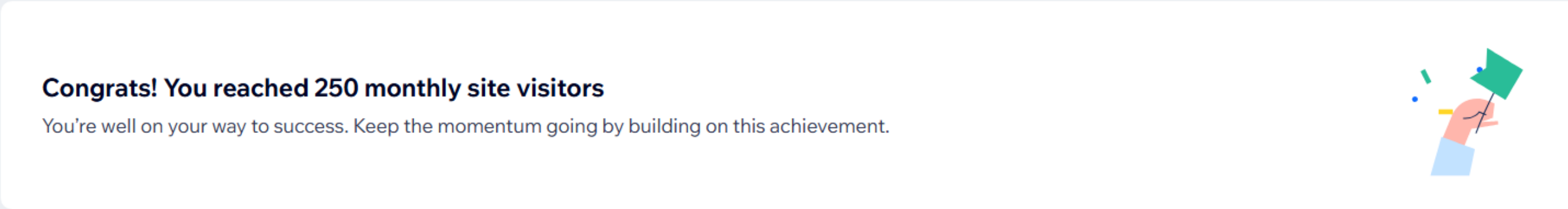
Monthly visitor milestone

WORK DEMONSTRATED

The Wix notification records a milestone of 250 monthly site visitors.

EVIDENCE RECORD

015 / 127 submitted screenshots



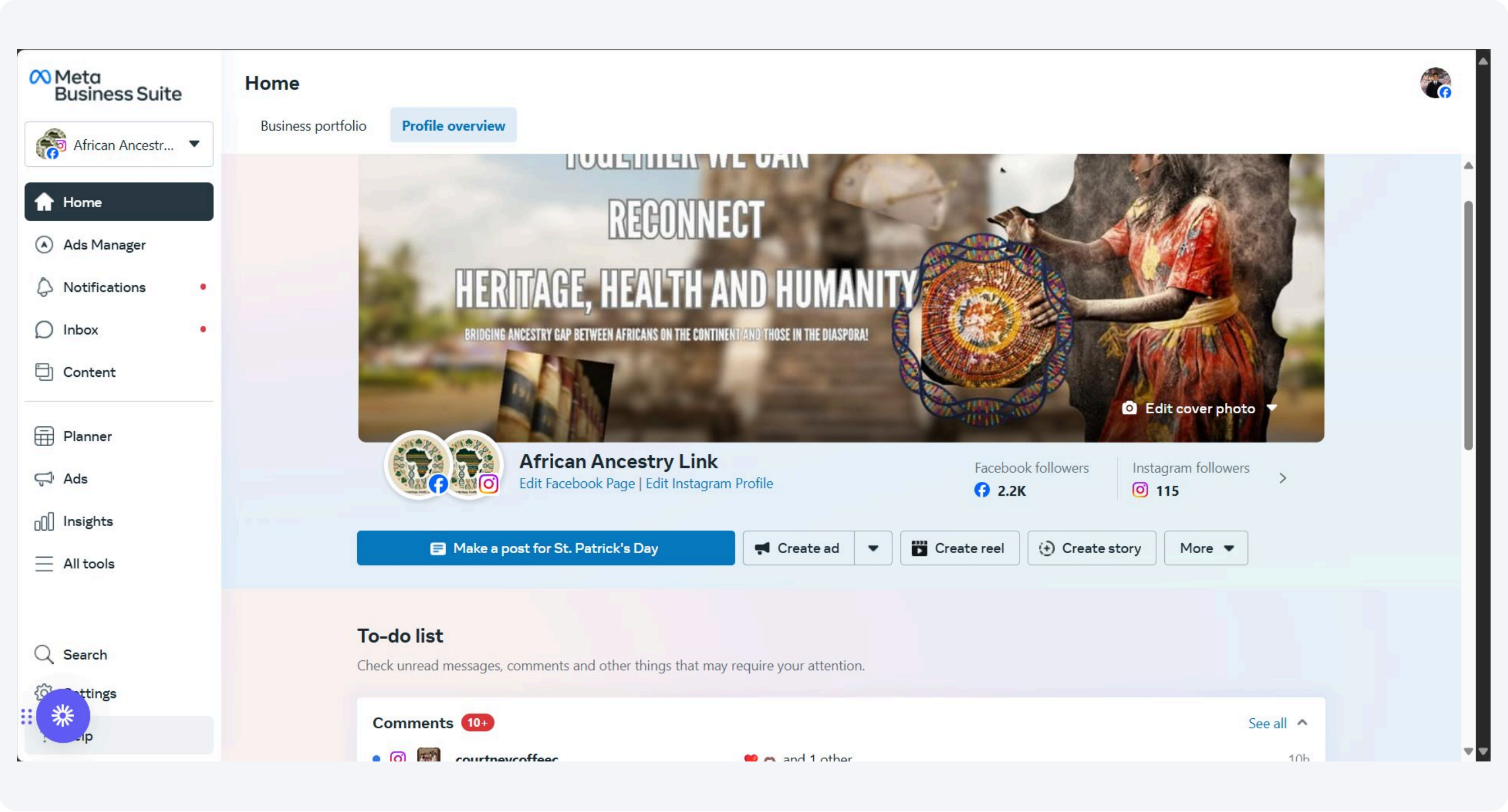
AAL insights.png

04

Social media & channel management

Brand presentation, publishing, audience insights and performance review across social platforms.

Earlier Facebook brand presence



WORK DEMONSTRATED

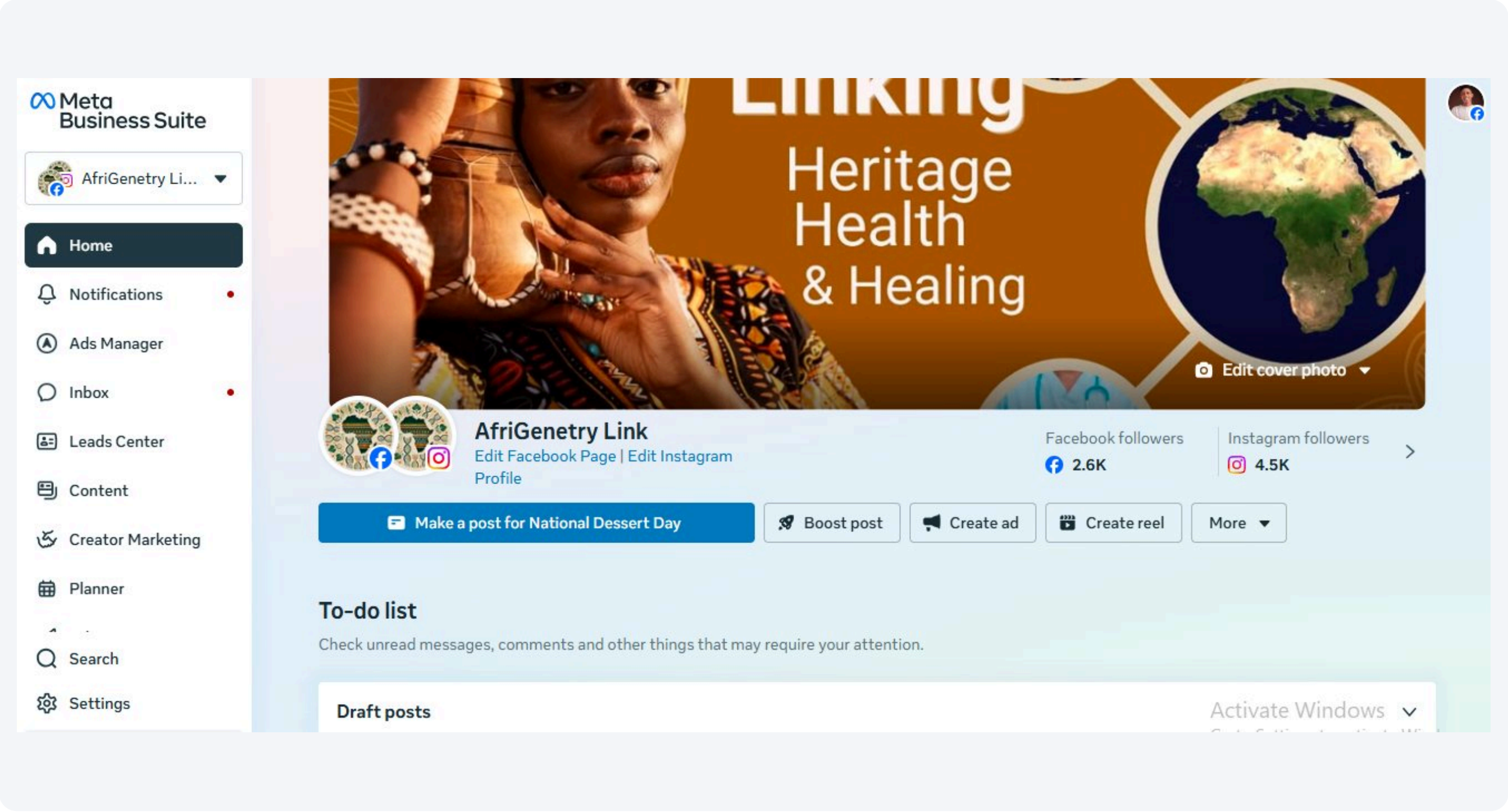
The earlier African Ancestry Link page is retained as part of the brand and publishing record.

EVIDENCE RECORD

086 / 127 submitted screenshots

African Ancestry Link for.png

AfriGenetry Link Facebook presence



WORK DEMONSTRATED

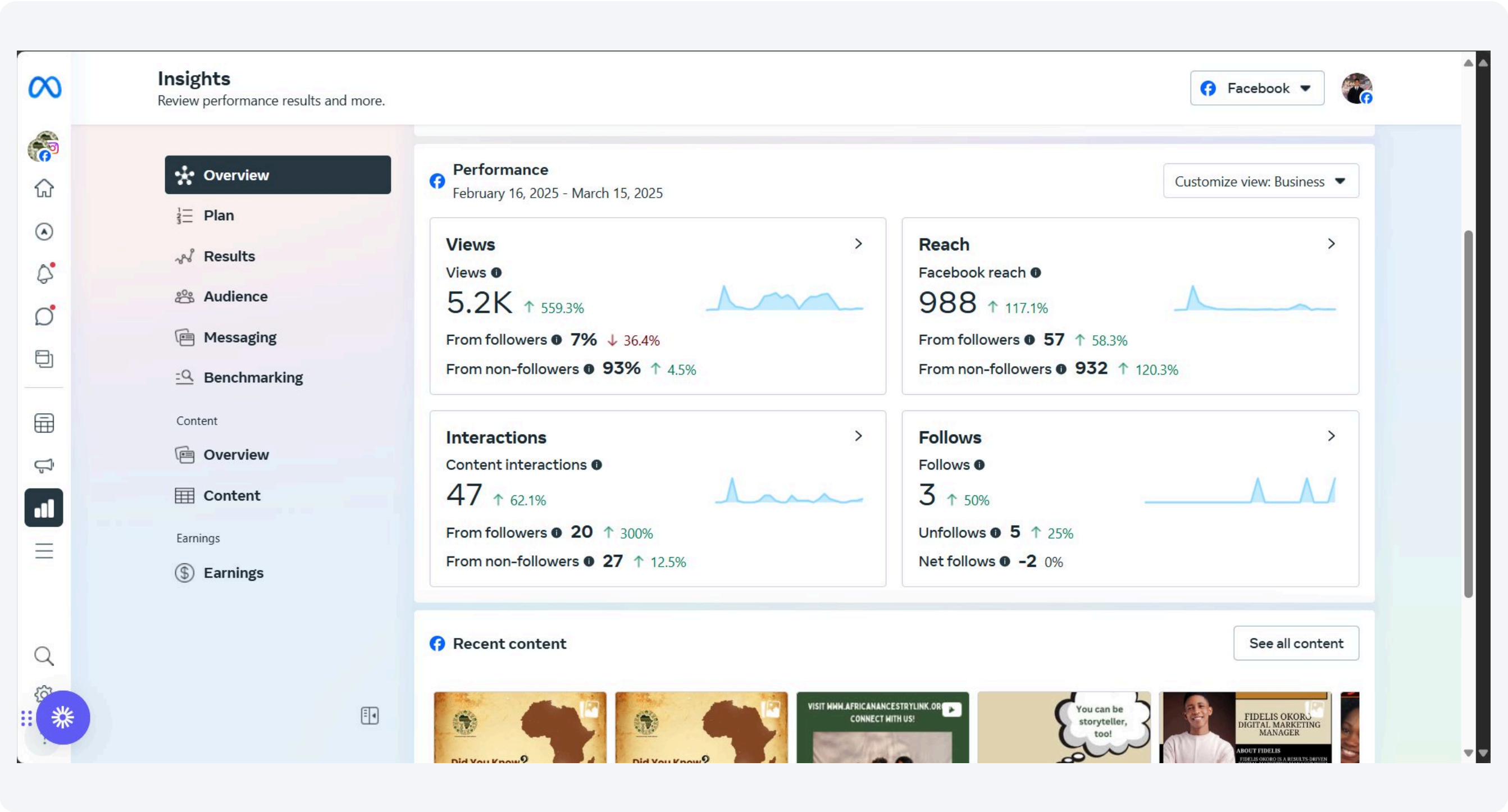
The page view documents the later brand identity, page presentation and publishing workspace.

EVIDENCE RECORD

047 / 127 submitted screenshots

AGL (Meta Business Suite).png

Earlier Facebook performance



WORK DEMONSTRATED

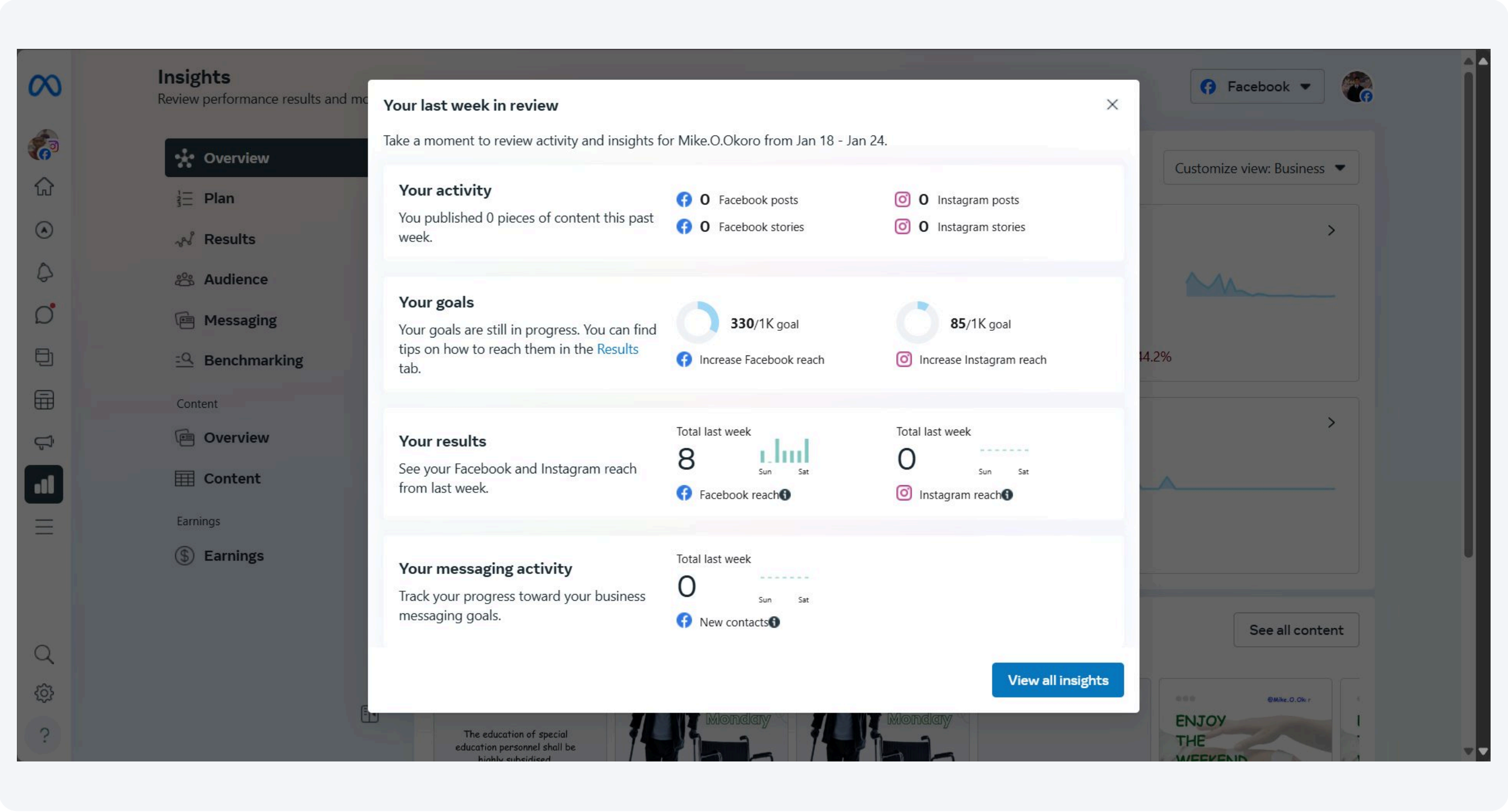
The snapshot records views, reach, interactions and follows within its displayed period.

EVIDENCE RECORD

006 / 127 submitted screenshots

AAL Facebook.png

Earlier social performance summary



Analytics 1.png

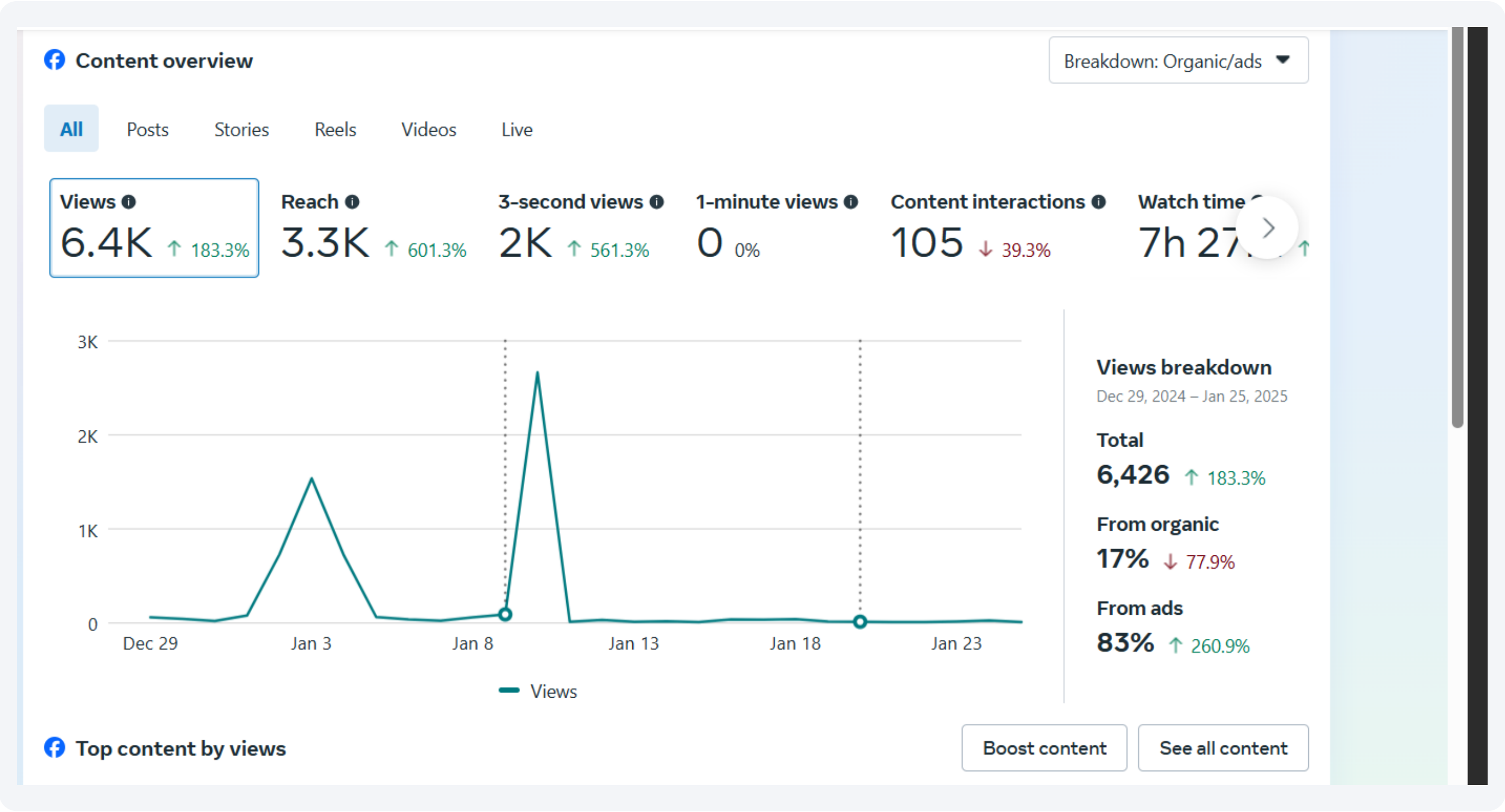
WORK DEMONSTRATED

The selected summary provides a historical platform performance record.

EVIDENCE RECORD

087 / 127 submitted screenshots

Earlier content analytics



WORK DEMONSTRATED

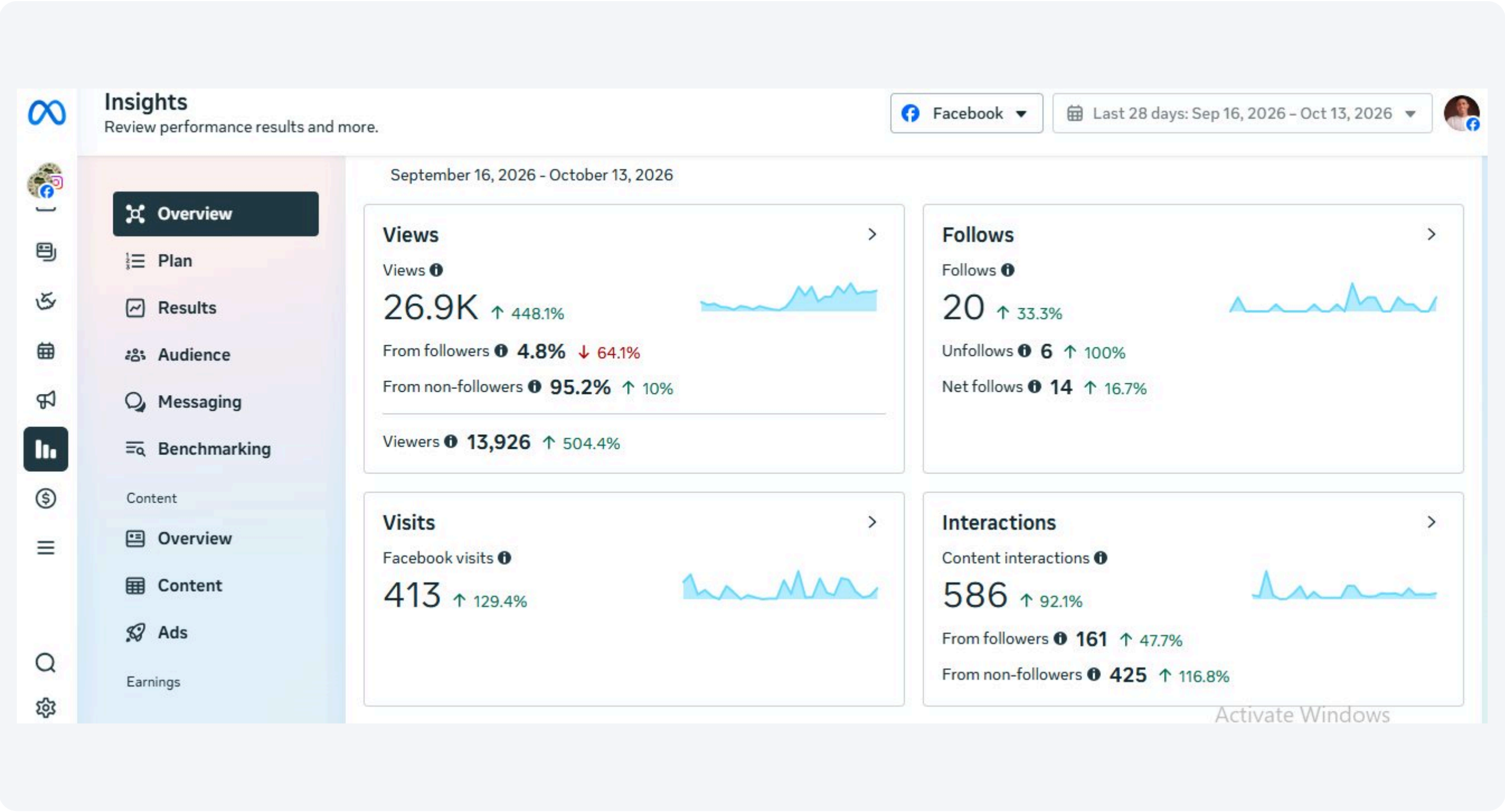
The content view separates views, reach, watch activity and interactions for the selected window.

EVIDENCE RECORD

088 / 127 submitted screenshots

Analytics 2.png

Facebook performance overview



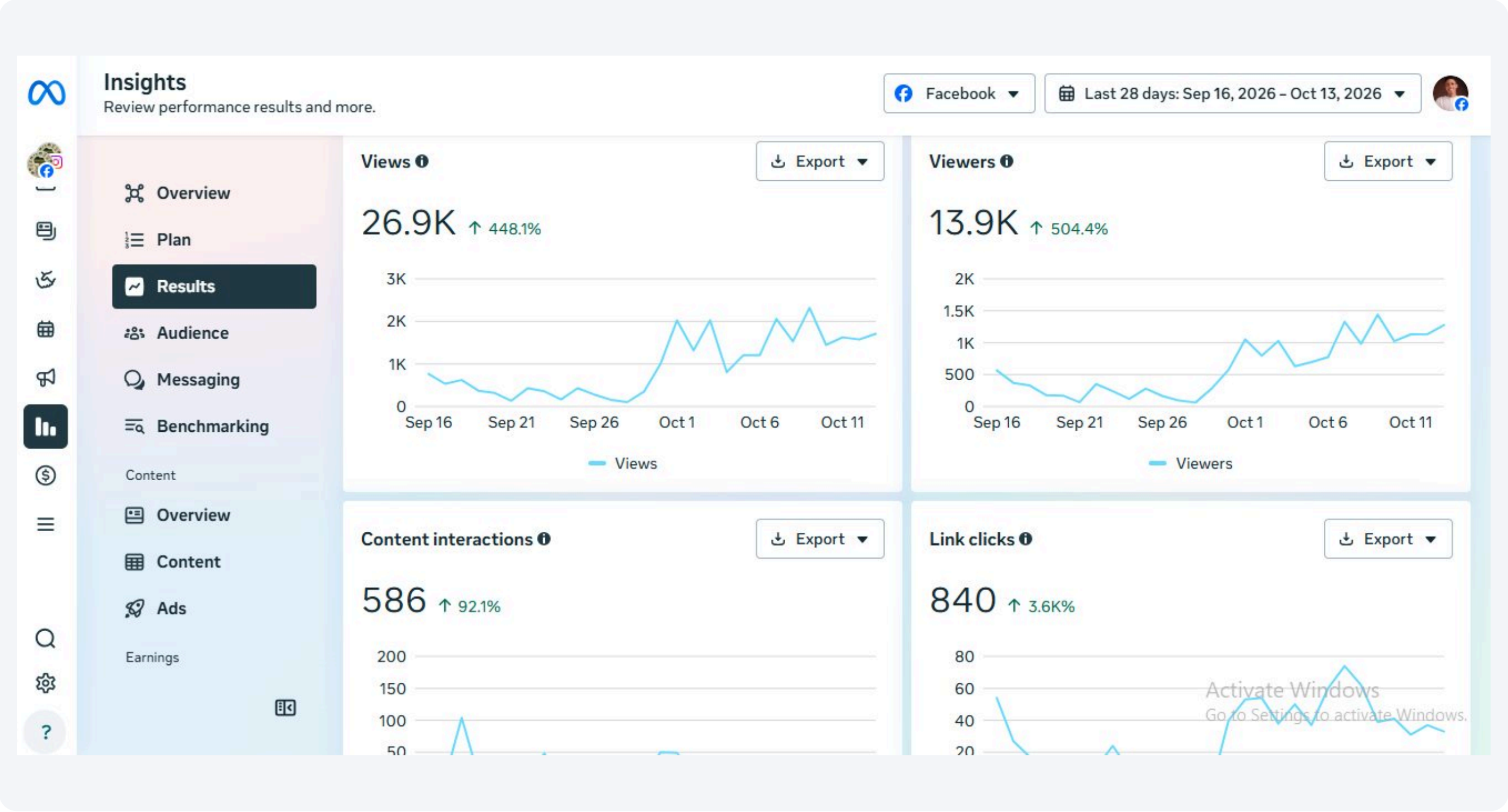
WORK DEMONSTRATED

The later overview reports 26.9K views and 586 content interactions in the displayed period.

EVIDENCE RECORD

045 / 127 submitted screenshots

Facebook results detail



WORK DEMONSTRATED

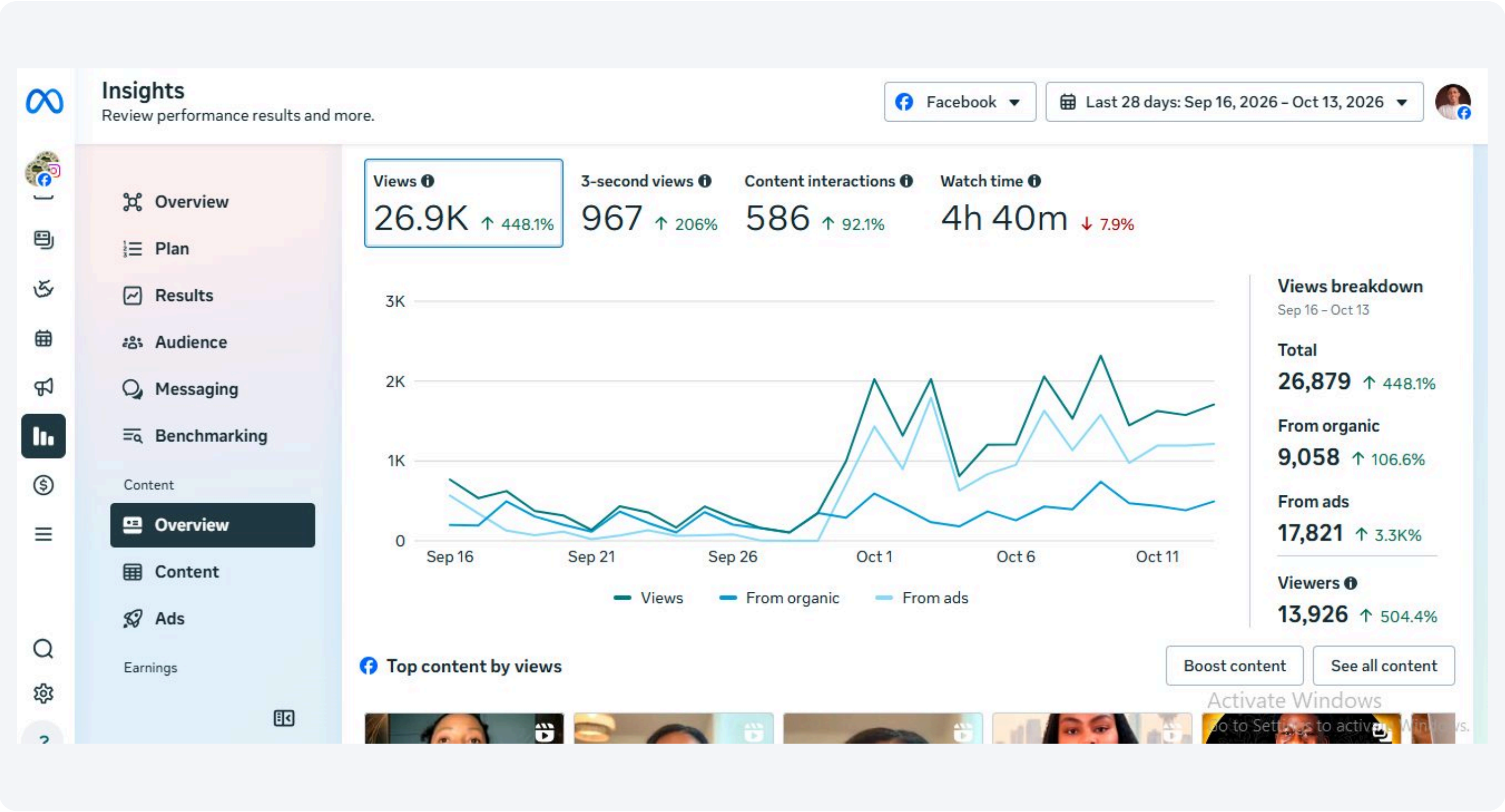
A detailed results view brings together views, viewers, interactions and visits.

EVIDENCE RECORD

042 / 127 submitted screenshots

AGL (Meta Business Suite - performance 2).png

Facebook video & viewing activity



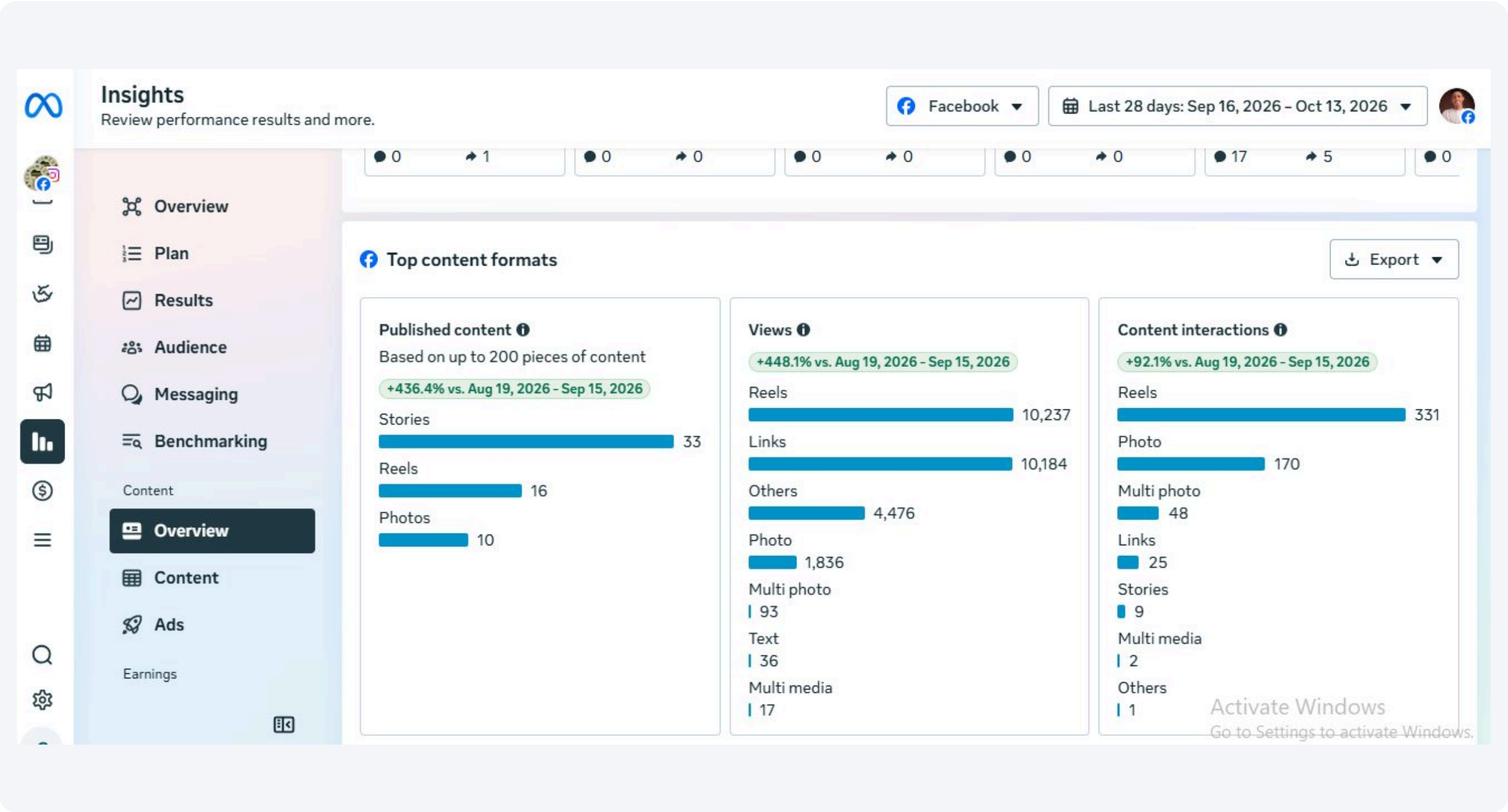
WORK DEMONSTRATED

The performance view connects viewing volume, watch time and audience activity.

EVIDENCE RECORD

044 / 127 submitted screenshots

Content format performance



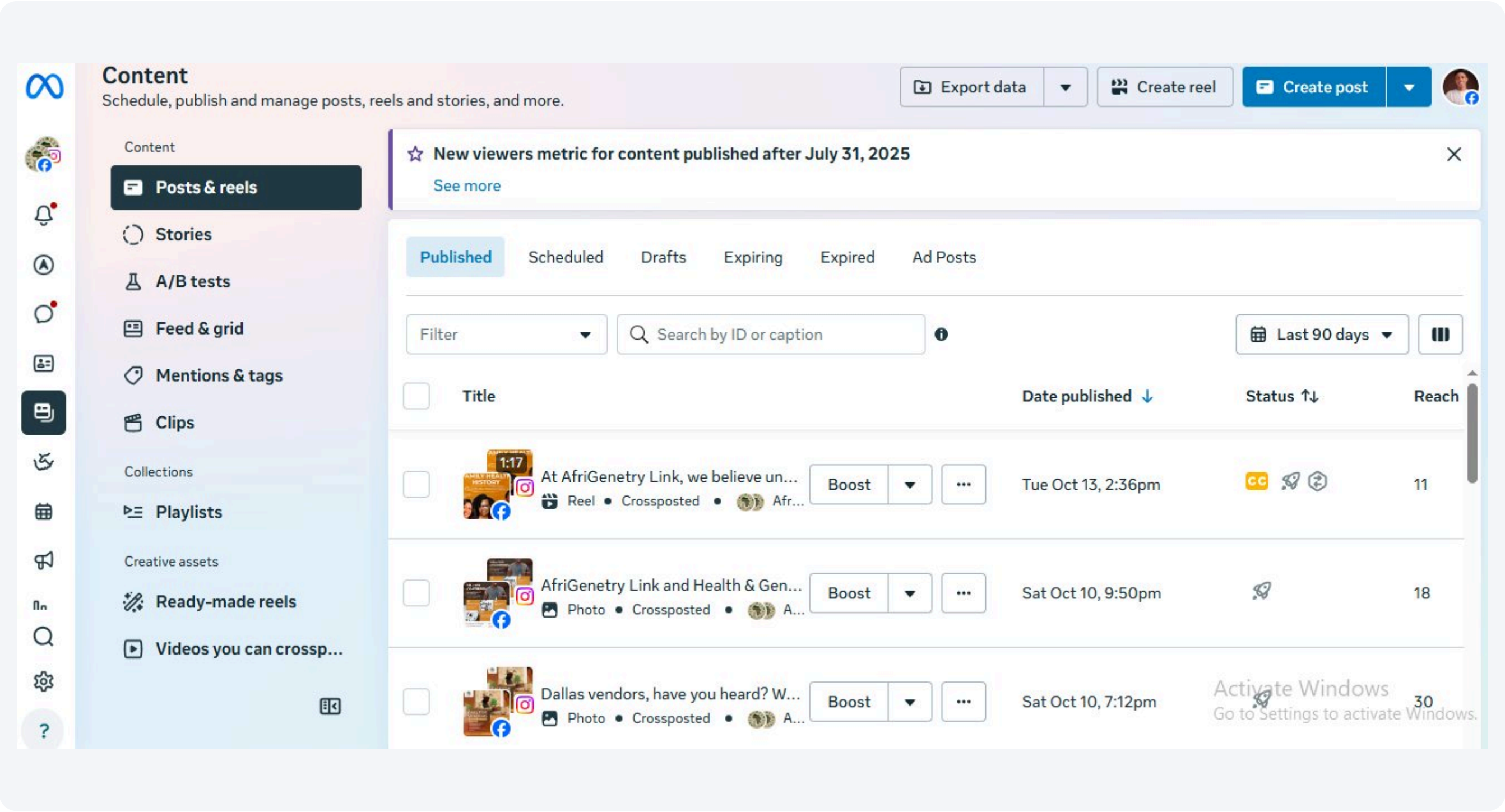
WORK DEMONSTRATED

Format-level reporting helps distinguish which publishing formats attract response.

EVIDENCE RECORD

043 / 127 submitted screenshots

Published content management



AGL (Meta Business Suite) 2.png

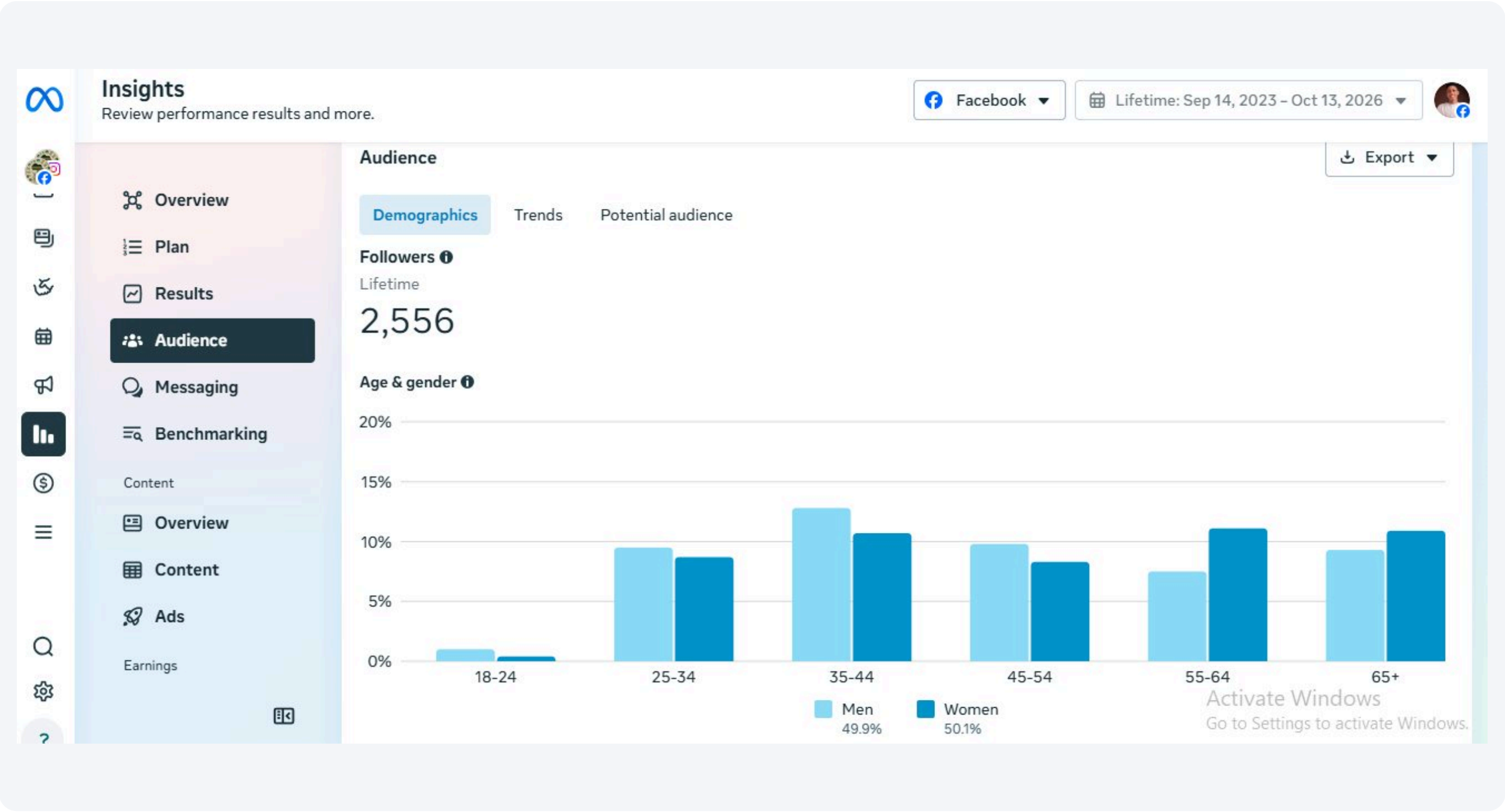
WORK DEMONSTRATED

The content library records individual posts, publication dates and content performance.

EVIDENCE RECORD

046 / 127 submitted screenshots

Facebook audience demographics



WORK DEMONSTRATED

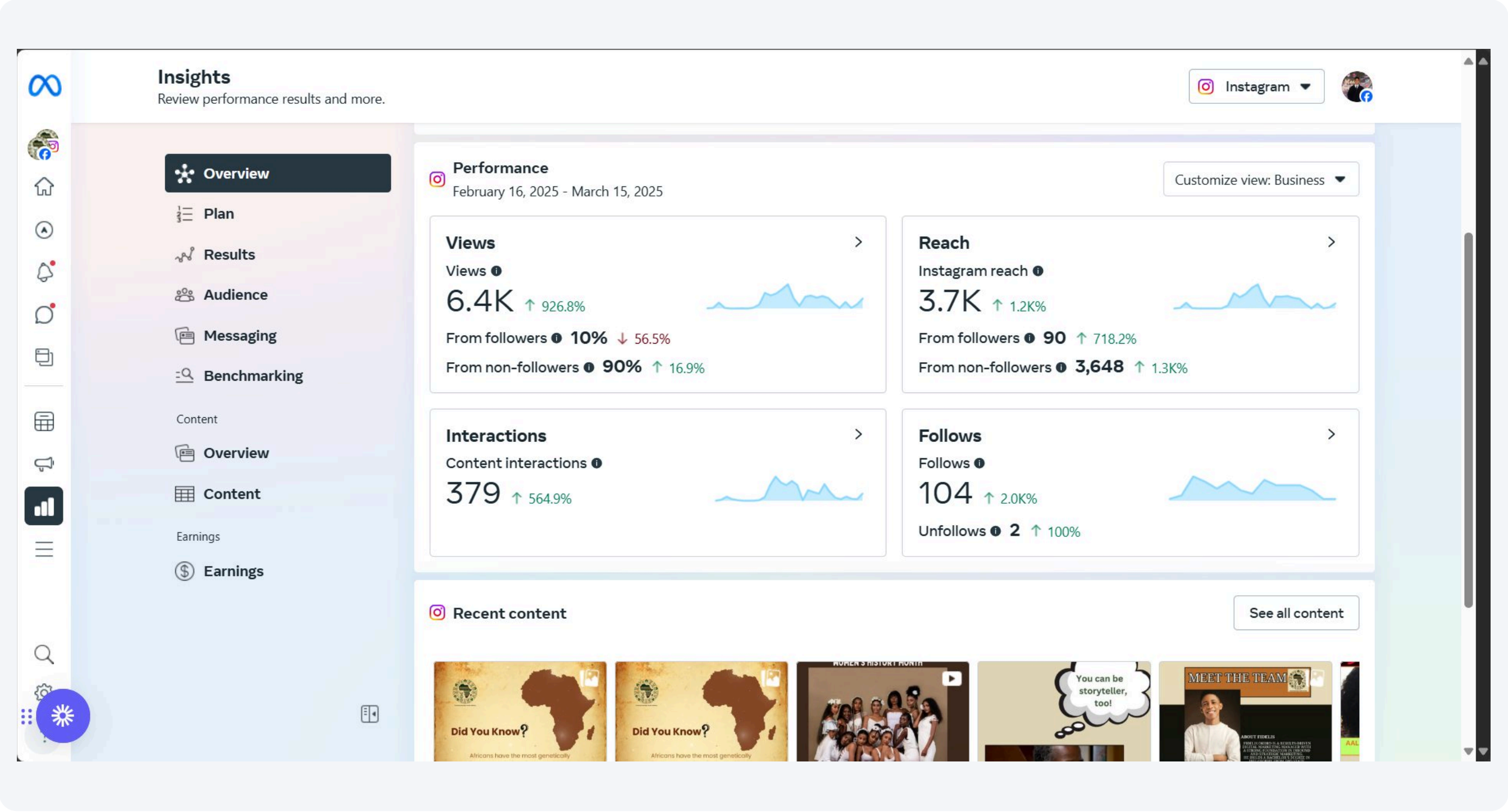
Audience age and gender reporting supports review of who the page reaches.

EVIDENCE RECORD

039 / 127 submitted screenshots

AGL (Meta Business Suite - Audience performance).png

Earlier Instagram performance



WORK DEMONSTRATED

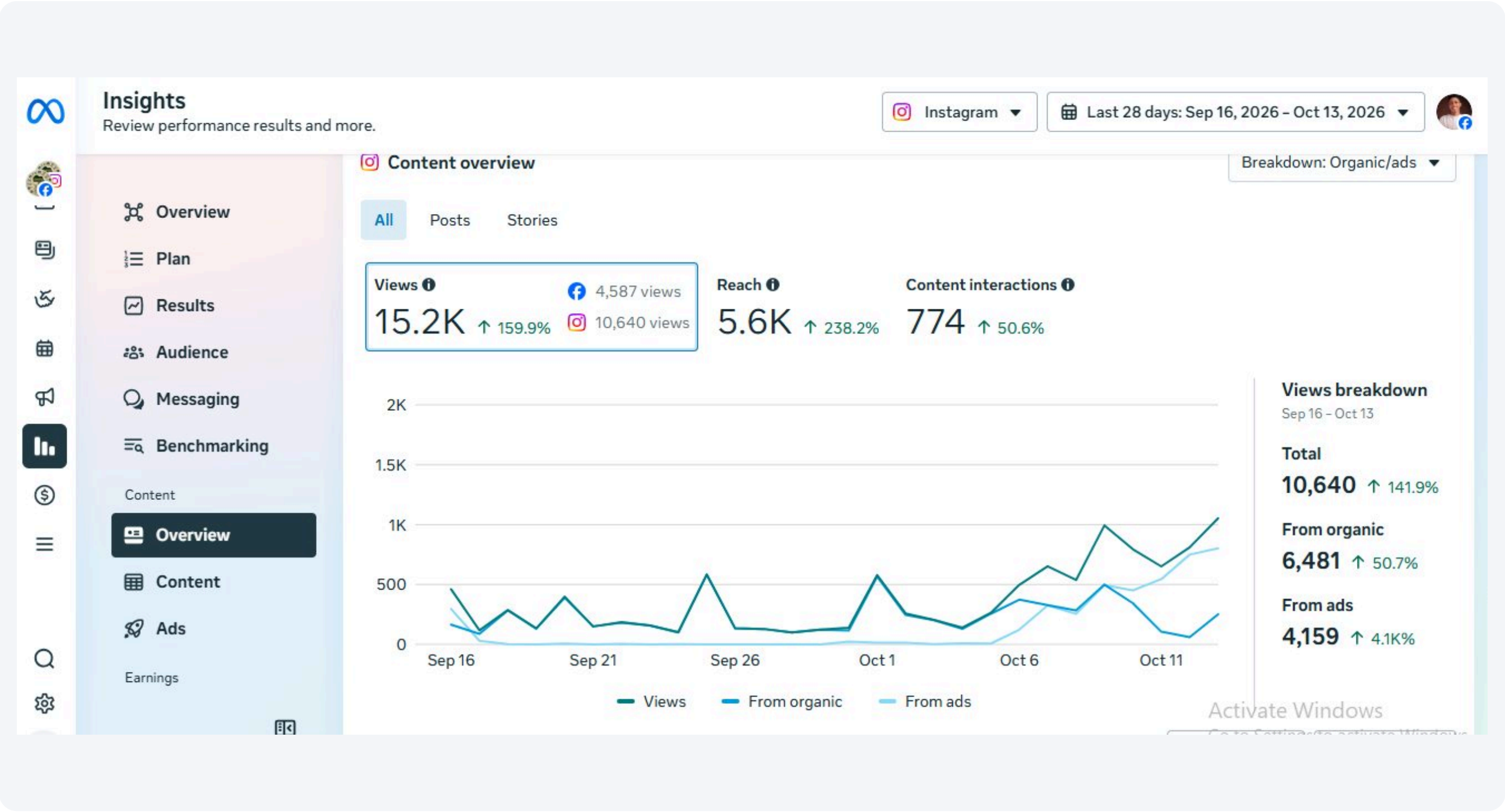
The earlier Instagram snapshot remains a separate reporting record.

EVIDENCE RECORD

016 / 127 submitted screenshots

AAL instagram.png

Instagram content performance



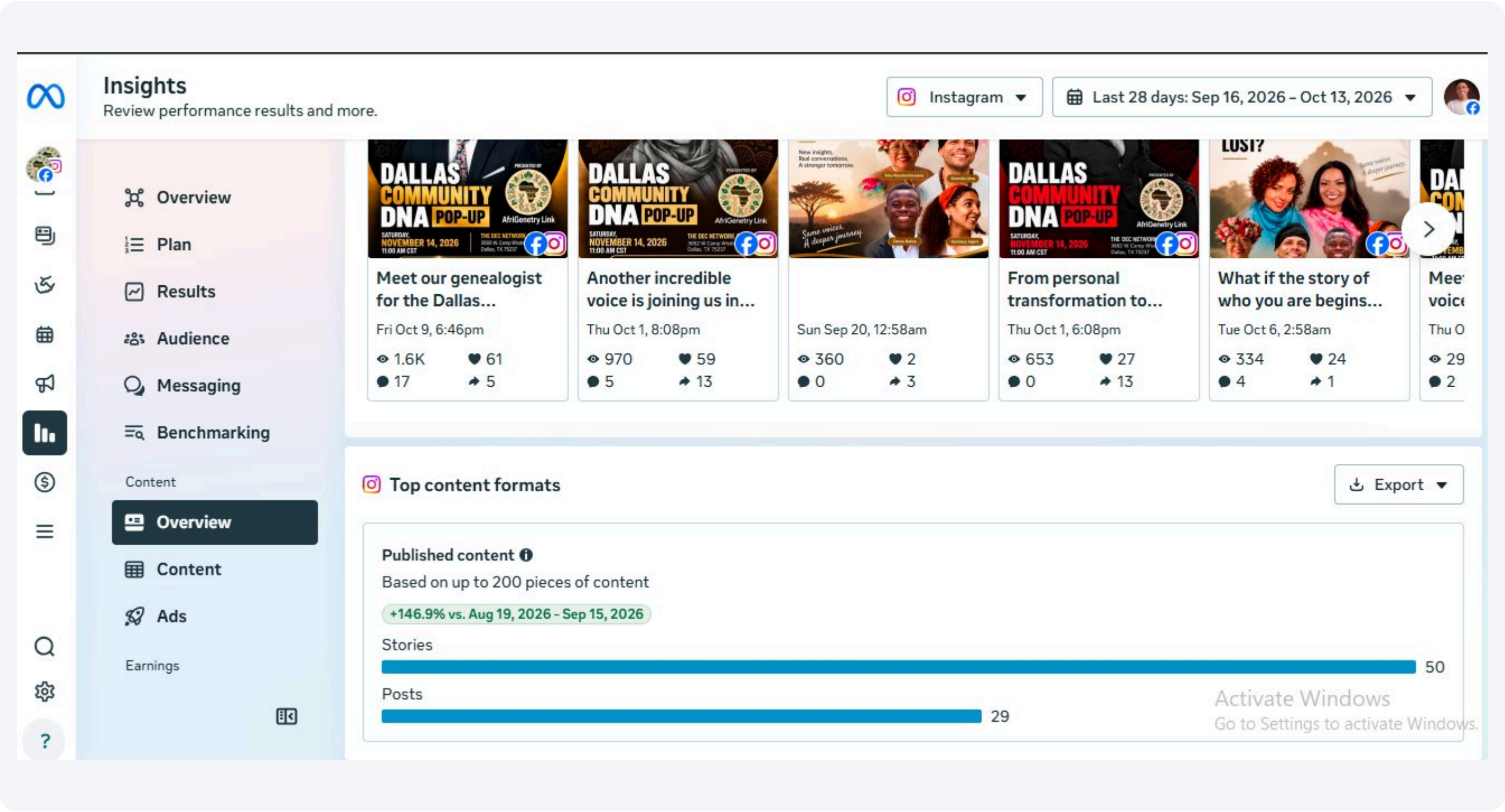
WORK DEMONSTRATED

The selected view reports 15.2K views, 5.6K reach and 774 content interactions.

EVIDENCE RECORD

041 / 127 submitted screenshots

Instagram post-level review



WORK DEMONSTRATED

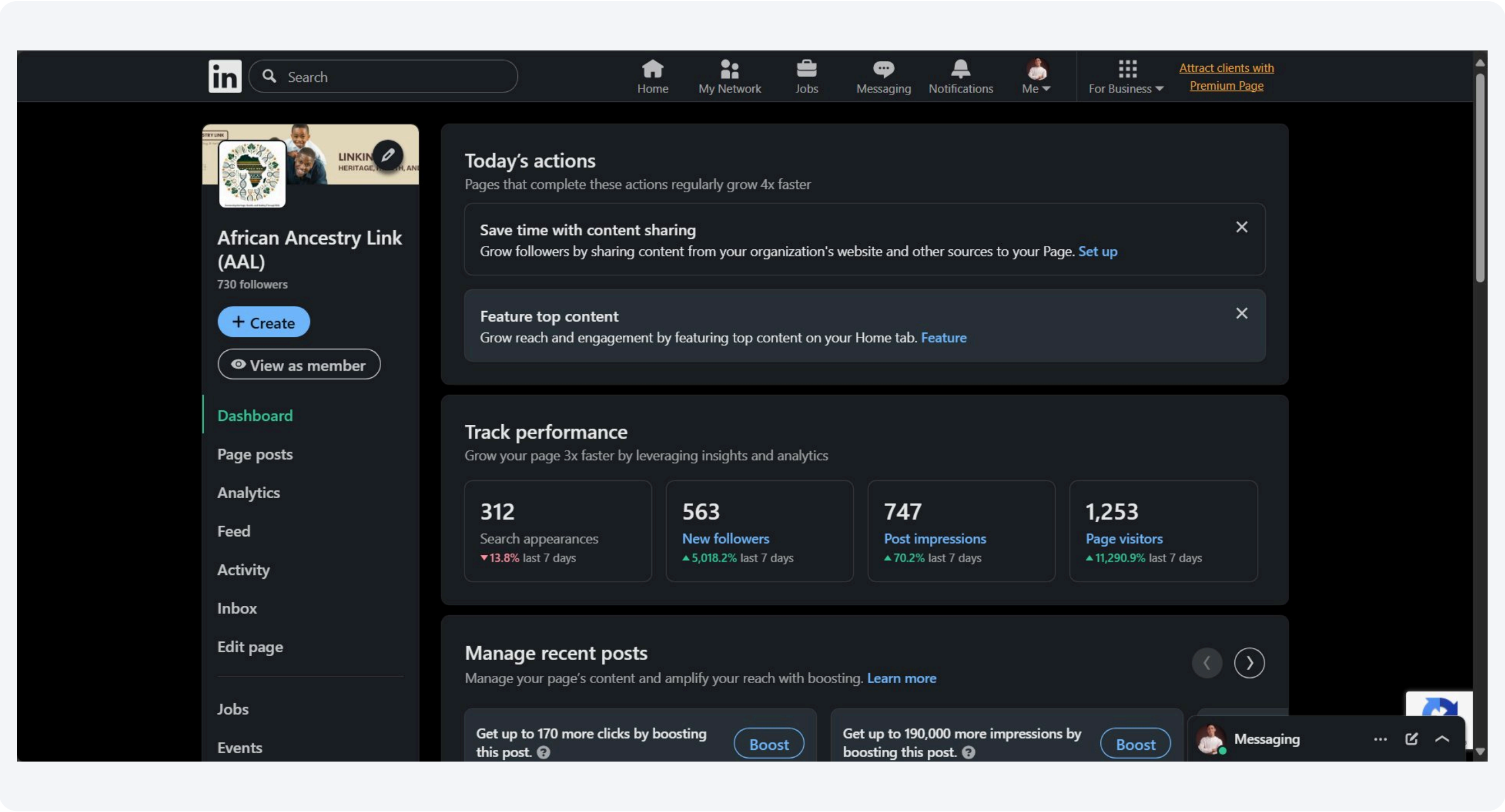
Post-level reporting supports comparison of creative response and publishing formats.

EVIDENCE RECORD

040 / 127 submitted screenshots

AGL (Meta Business Suite - instagram content performance).png

Earlier LinkedIn page management



AAL Linkedin.png

WORK DEMONSTRATED

The earlier page workspace documents branding, page activity and performance monitoring.

EVIDENCE RECORD

005 / 127 submitted screenshots

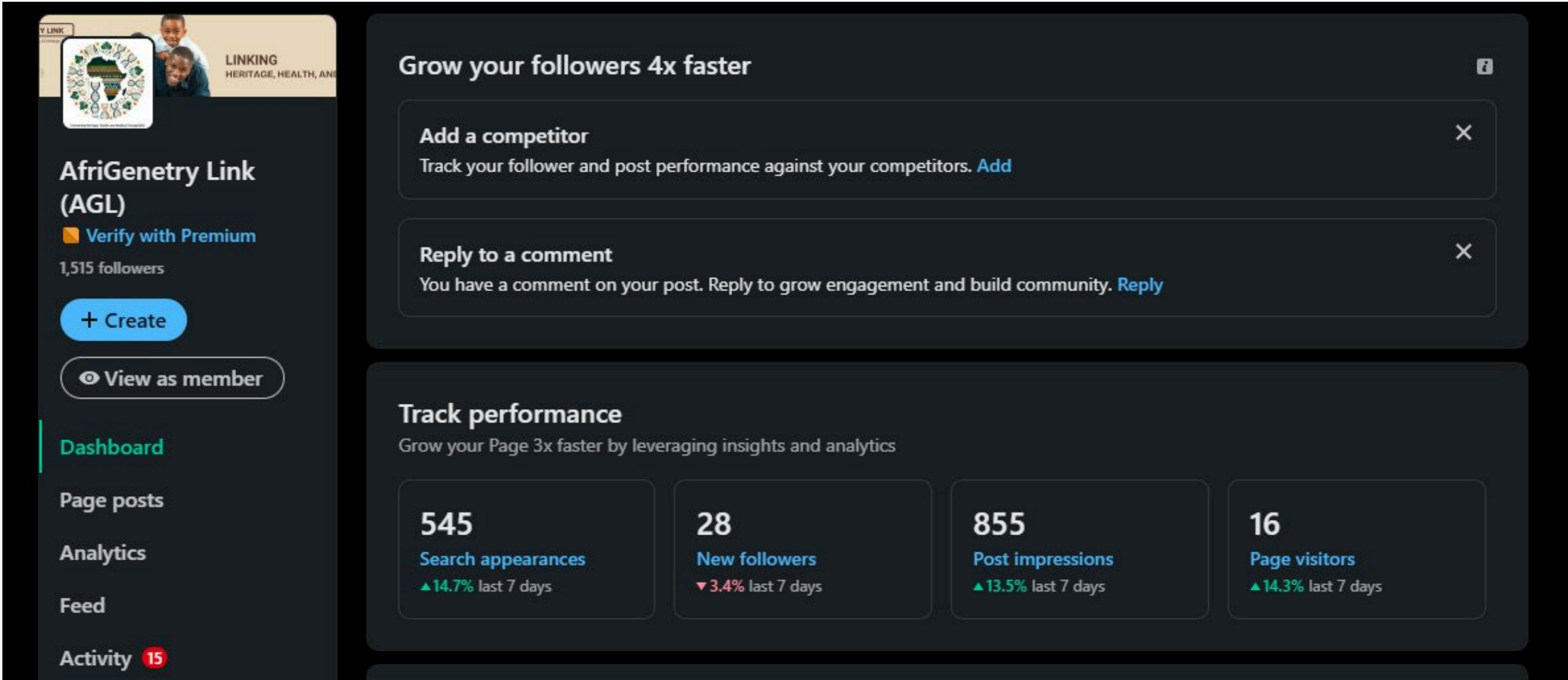
LinkedIn page performance

WORK DEMONSTRATED

The later page snapshot records search appearances, followers, post impressions and page visitors.

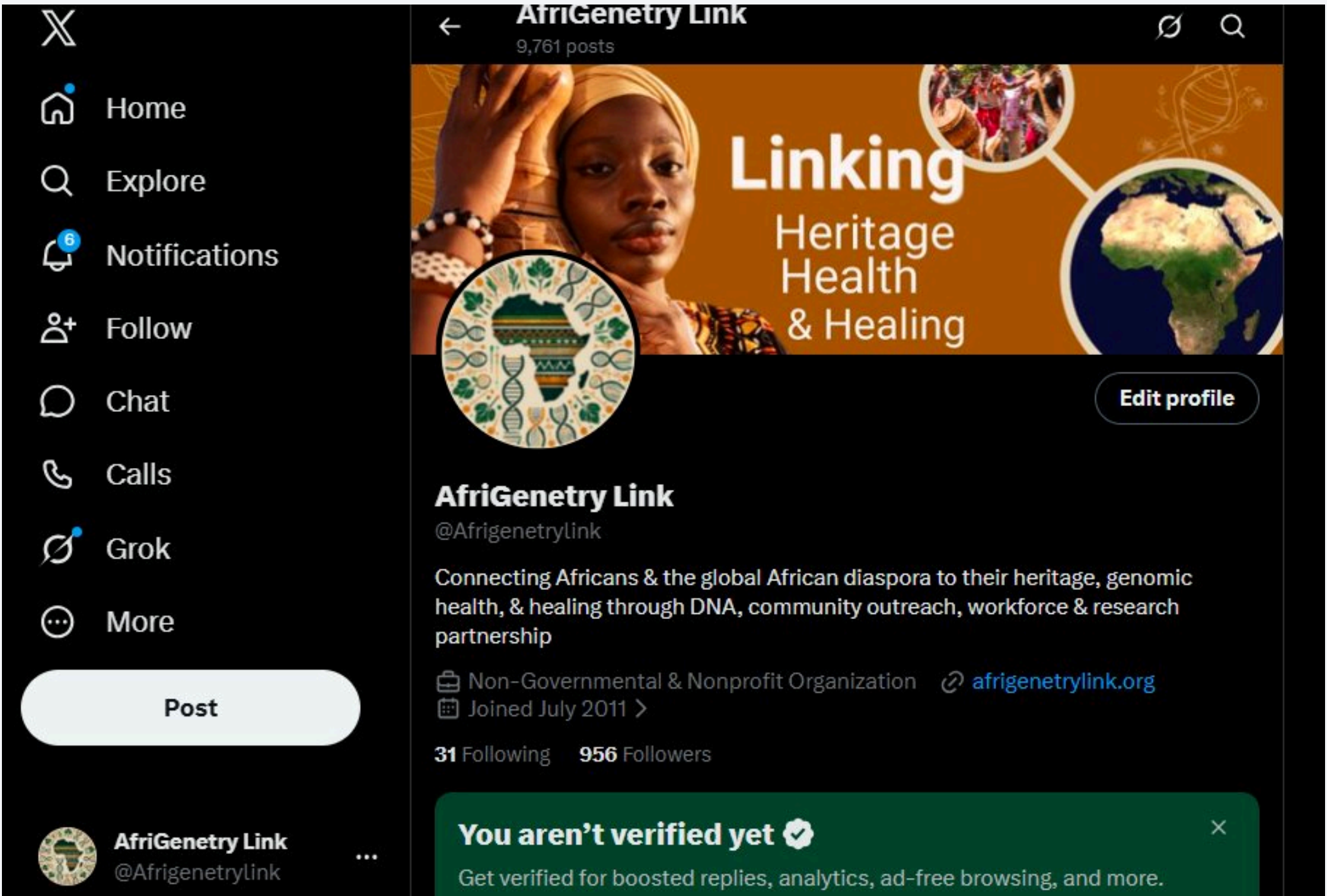
EVIDENCE RECORD

067 / 127 submitted screenshots



AGL (linkedin).png

X profile management



WORK DEMONSTRATED

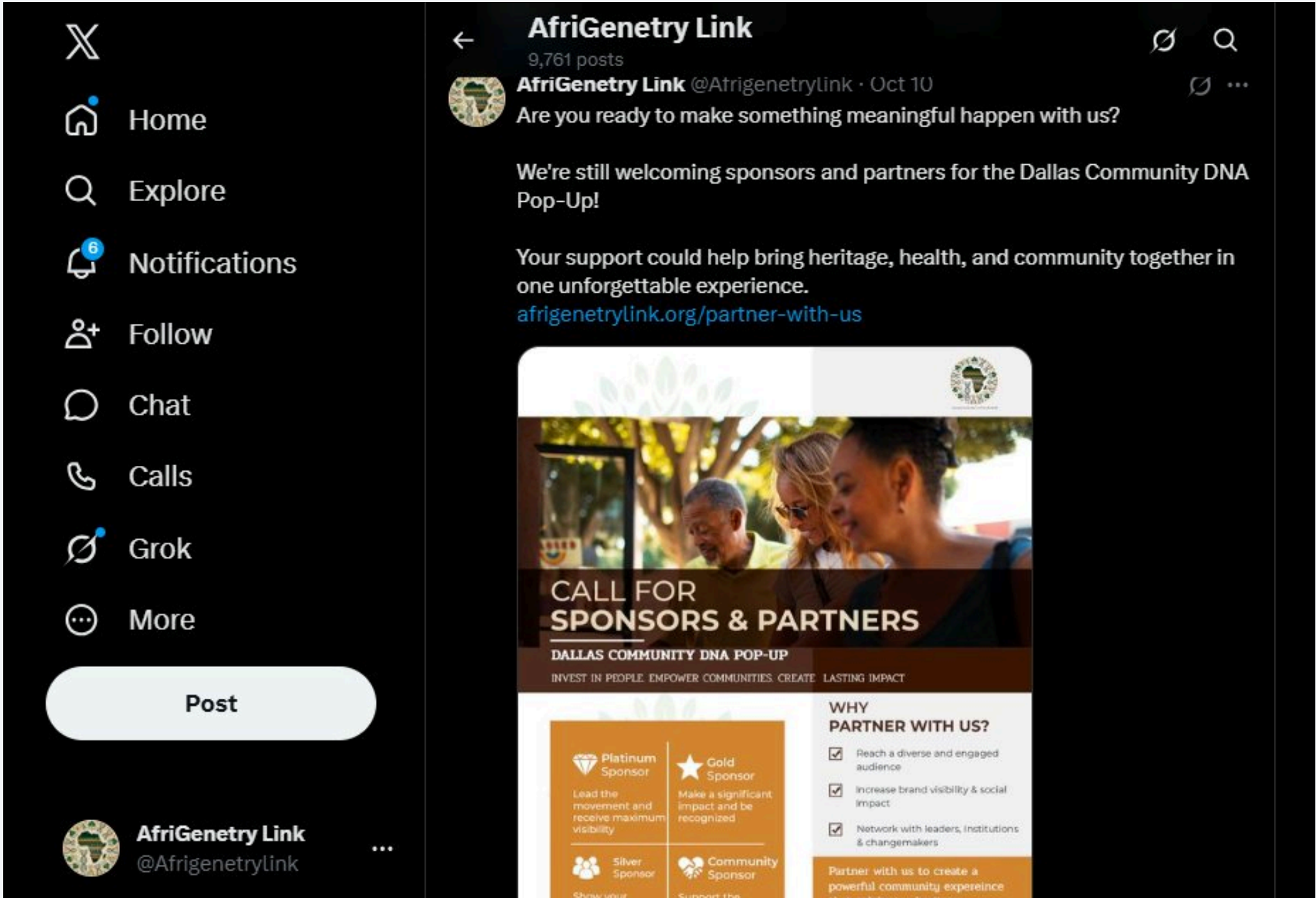
The profile view documents brand presentation and the organization’s public-facing account.

EVIDENCE RECORD

052 / 127 submitted screenshots

AGL (Twitter).png

X campaign publishing



WORK DEMONSTRATED

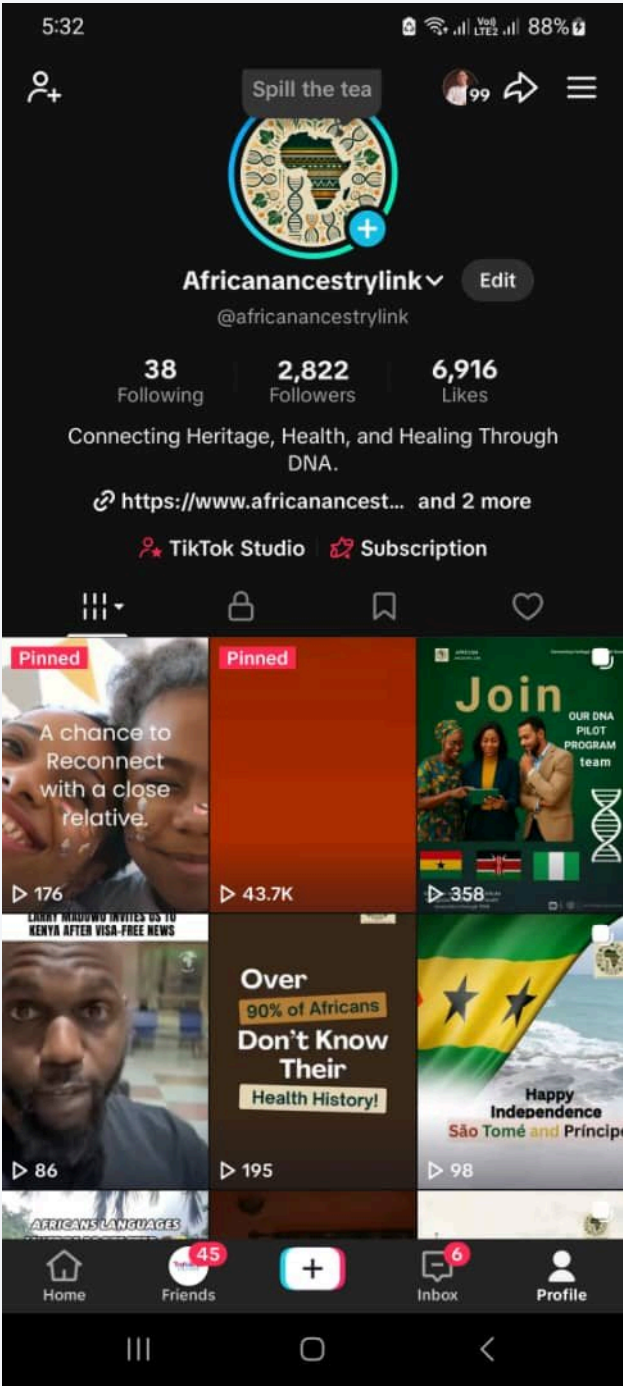
The post demonstrates distribution of sponsor and partner campaign materials.

EVIDENCE RECORD

051 / 127 submitted screenshots

AGL (Twitter 2).png

Earlier TikTok profile



AAL Tiktok.jpg

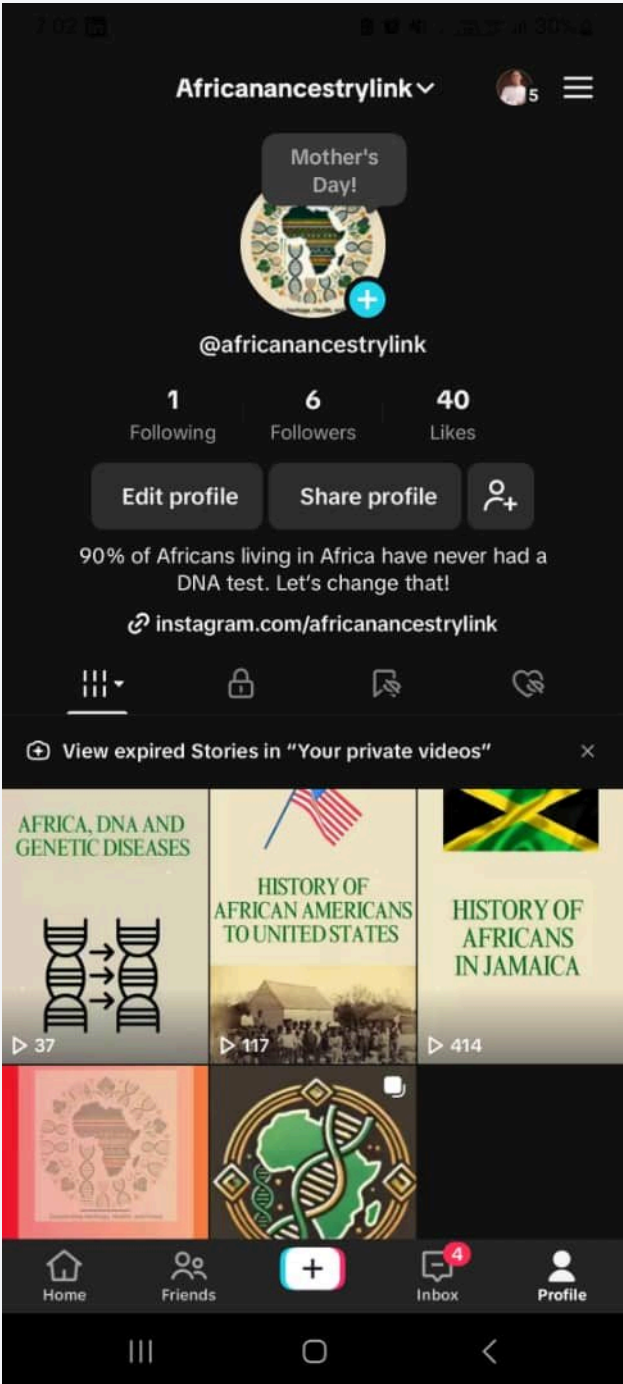
WORK DEMONSTRATED

This historical profile view records the channel presentation and published content.

EVIDENCE RECORD

008 / 127 submitted screenshots

Earlier TikTok content library



AAL Tiktok 2.jpg

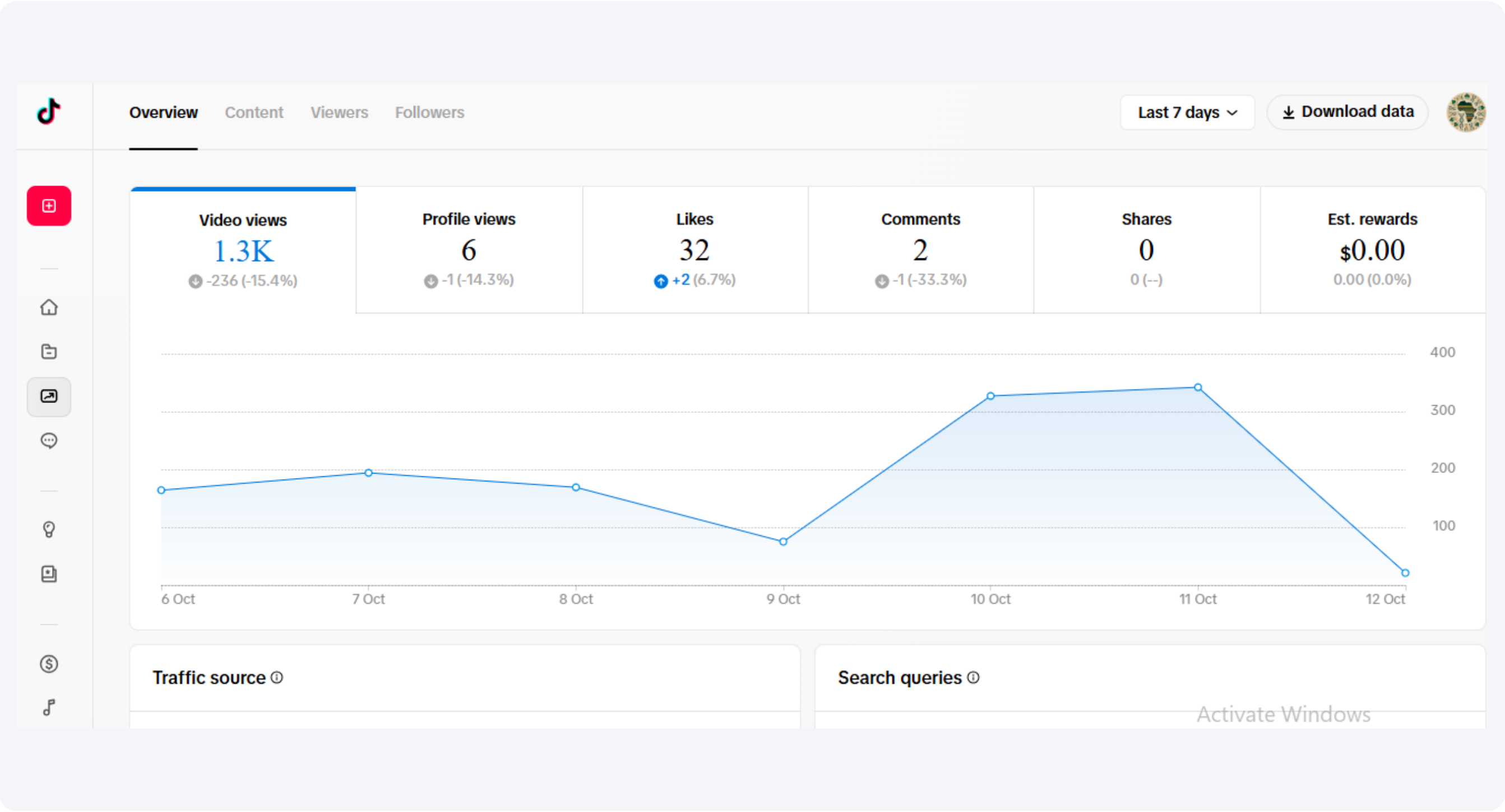
WORK DEMONSTRATED

A second profile record preserves additional content and channel context.

EVIDENCE RECORD

007 / 127 submitted screenshots

TikTok analytics overview



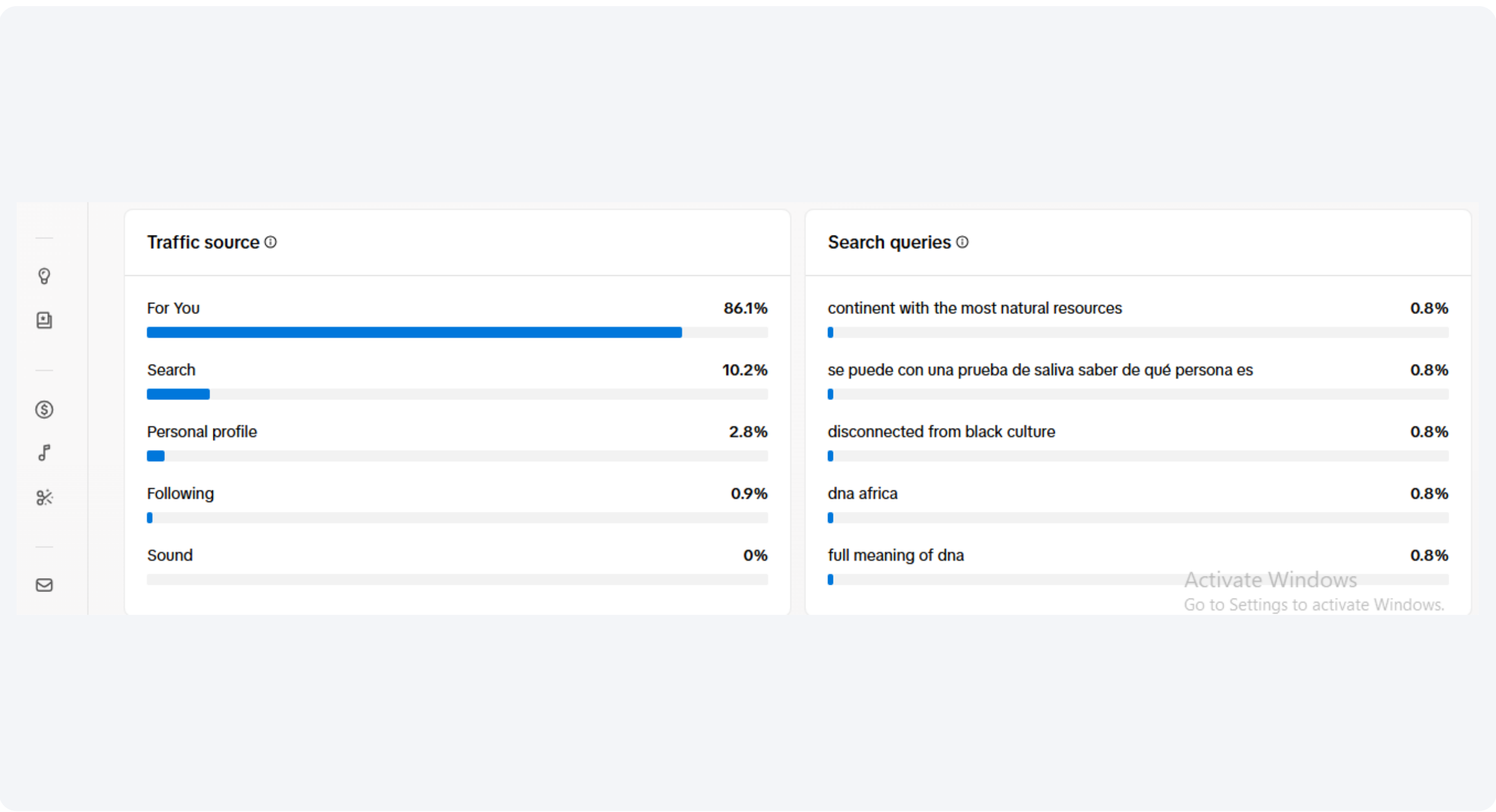
WORK DEMONSTRATED

The selected seven-day view shows 1.3K video views, with engagement indicators reported separately.

EVIDENCE RECORD

075 / 127 submitted screenshots

TikTok traffic & search sources



WORK DEMONSTRATED

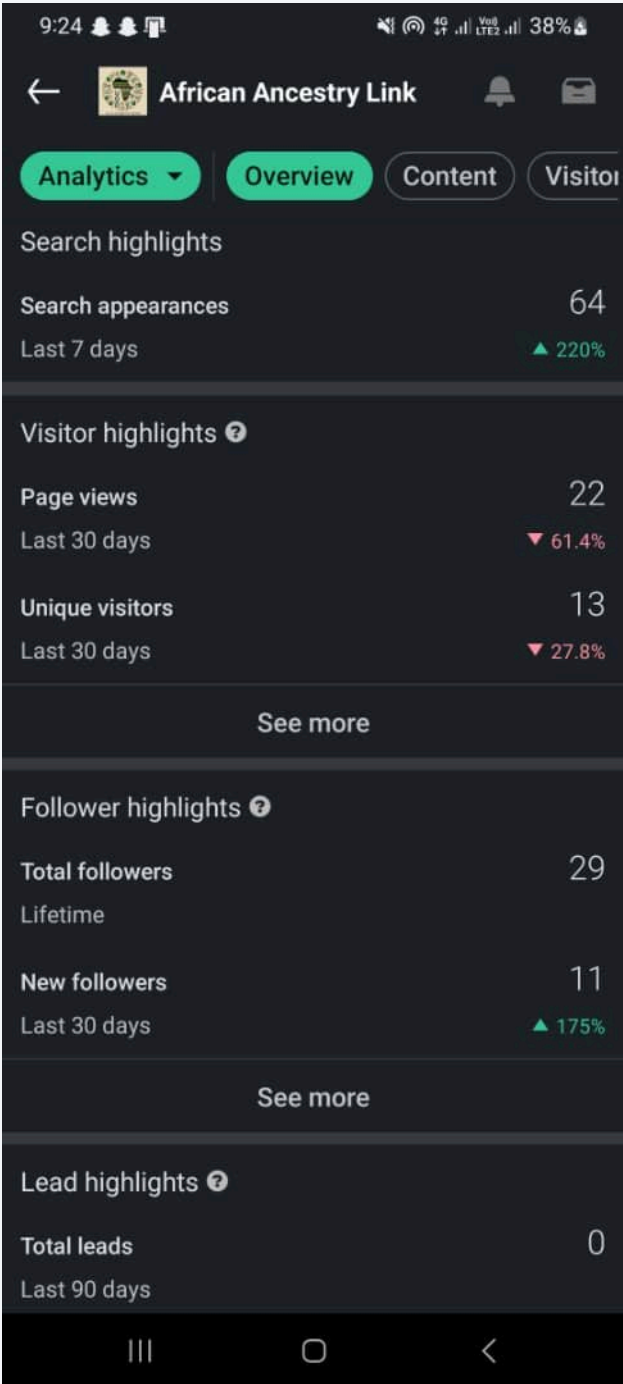
Source and search reporting provides insight into how audiences discover the videos.

EVIDENCE RECORD

050 / 127 submitted screenshots

AGL (Tikto studio 2).png

Historical mobile social analytics / 1



statistics whatsapp aal screenshot 1.jpg

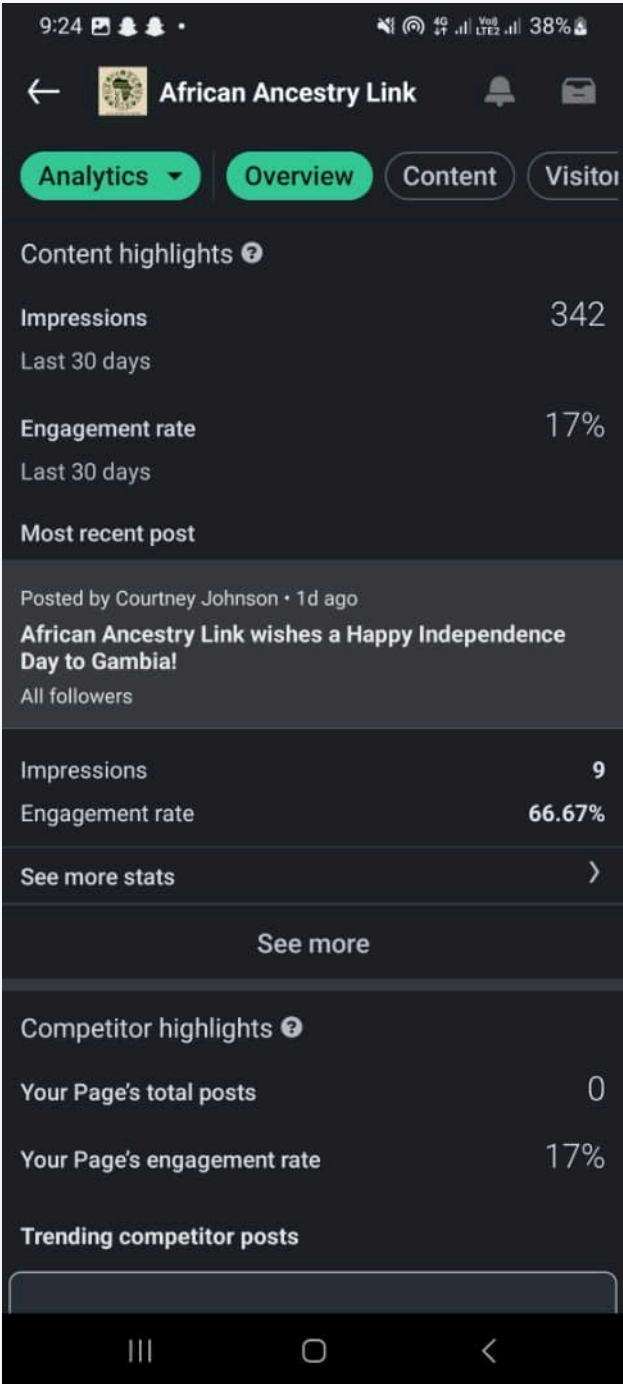
WORK DEMONSTRATED

The mobile report preserves audience activity from an earlier branded account.

EVIDENCE RECORD

125 / 127 submitted screenshots

Historical mobile social analytics / 2



statistics whatsapp aal screenshot 2.jpg

WORK DEMONSTRATED

The second mobile report records additional audience and page-performance indicators.

EVIDENCE RECORD

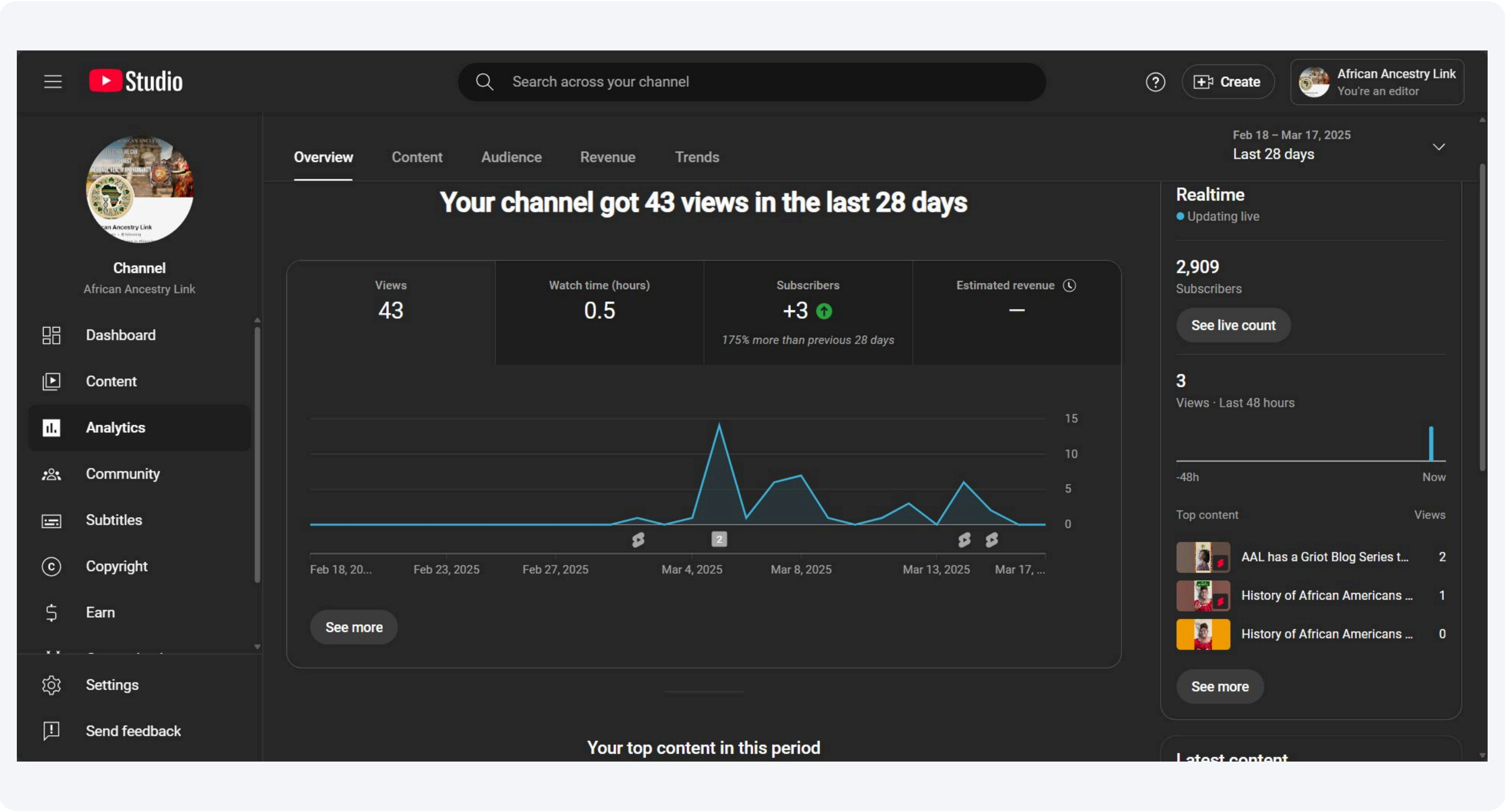
126 / 127 submitted screenshots

05

YouTube & live production

Video publishing, channel analytics, livestream setup, audience moderation and event delivery.

YouTube baseline / before



AAL youtube analytics (before).png

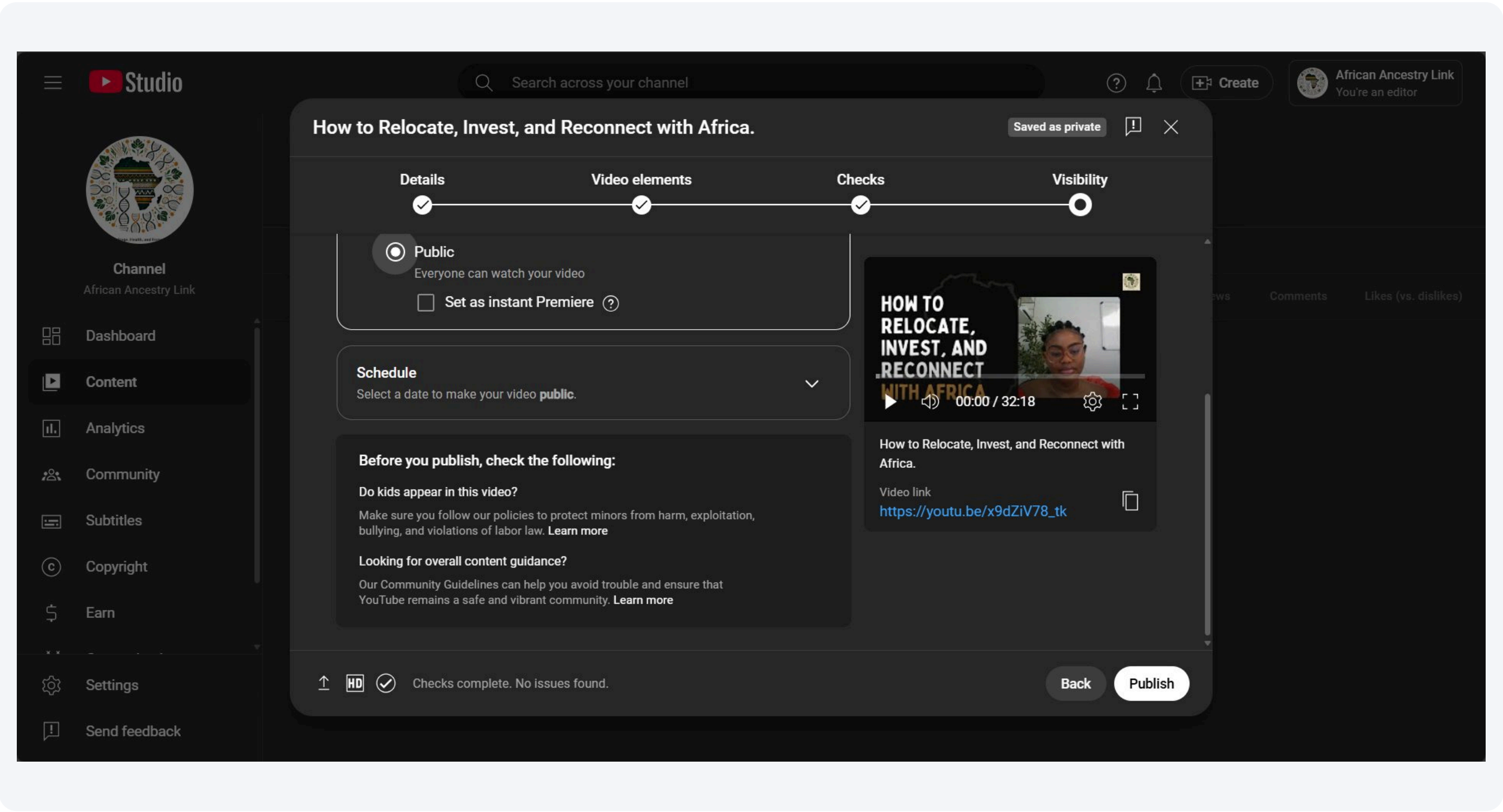
WORK DEMONSTRATED

The supplied before view records 43 views and 0.5 watch hours in its displayed 28-day period.

EVIDENCE RECORD

018 / 127 submitted screenshots

YouTube video publishing



AAL Youtube management.png

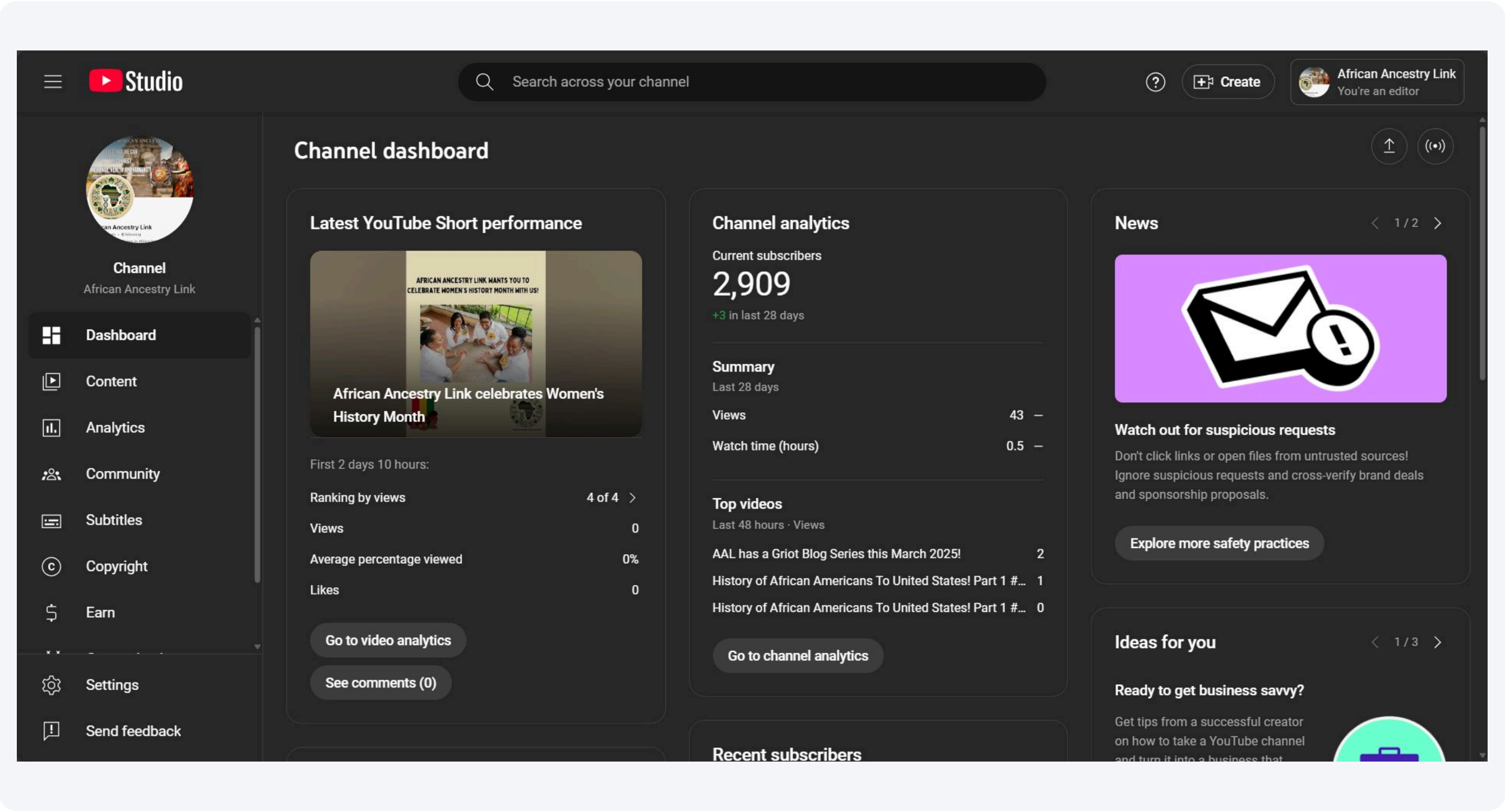
WORK DEMONSTRATED

The video details screen documents title, description, thumbnail and publishing settings.

EVIDENCE RECORD

013 / 127 submitted screenshots

Earlier YouTube dashboard



AAL youtube management.png

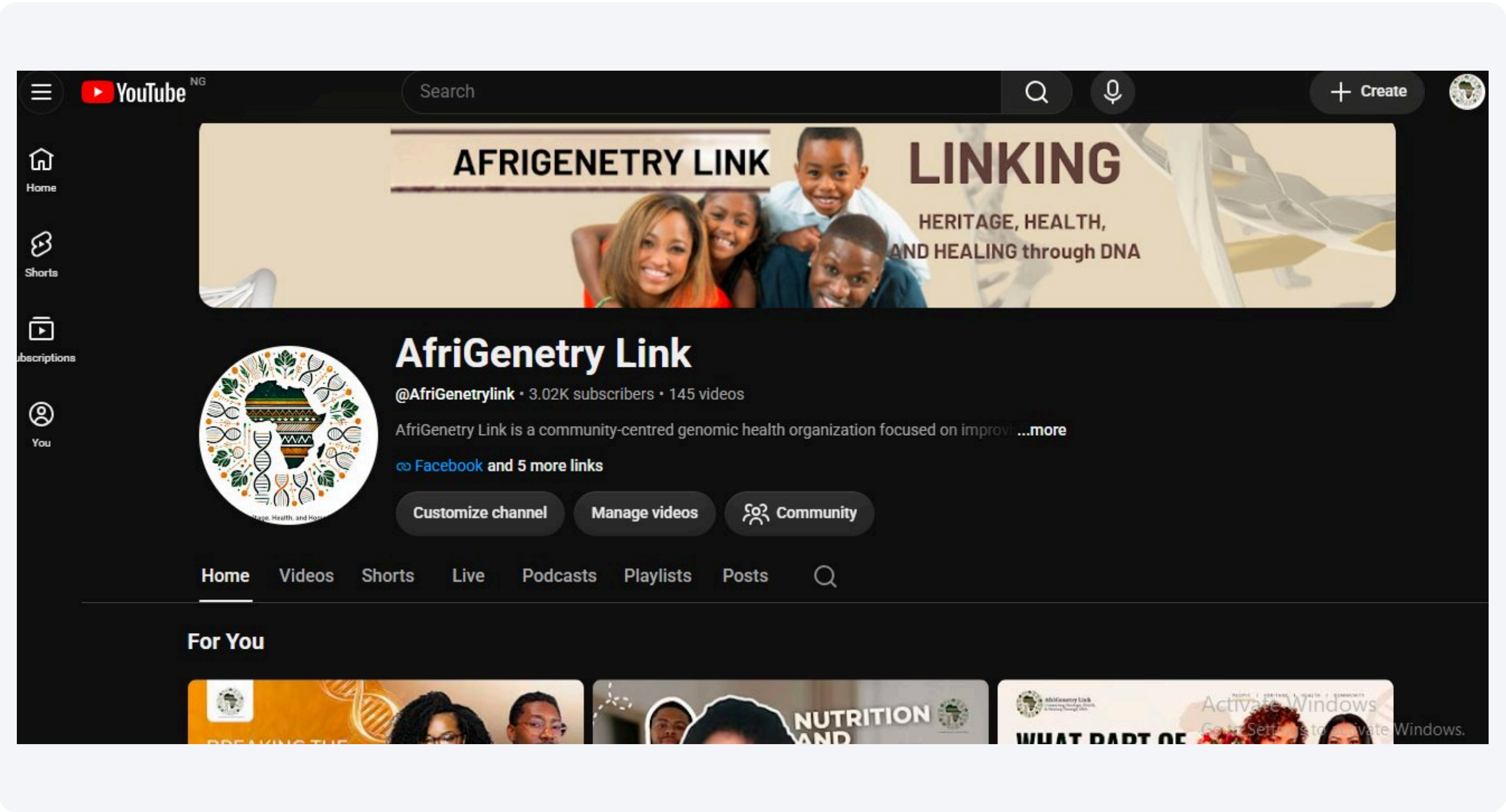
WORK DEMONSTRATED

The dashboard preserves an earlier channel-management and performance record.

EVIDENCE RECORD

019 / 127 submitted screenshots

YouTube channel presentation



AGL (YouTube Management).png

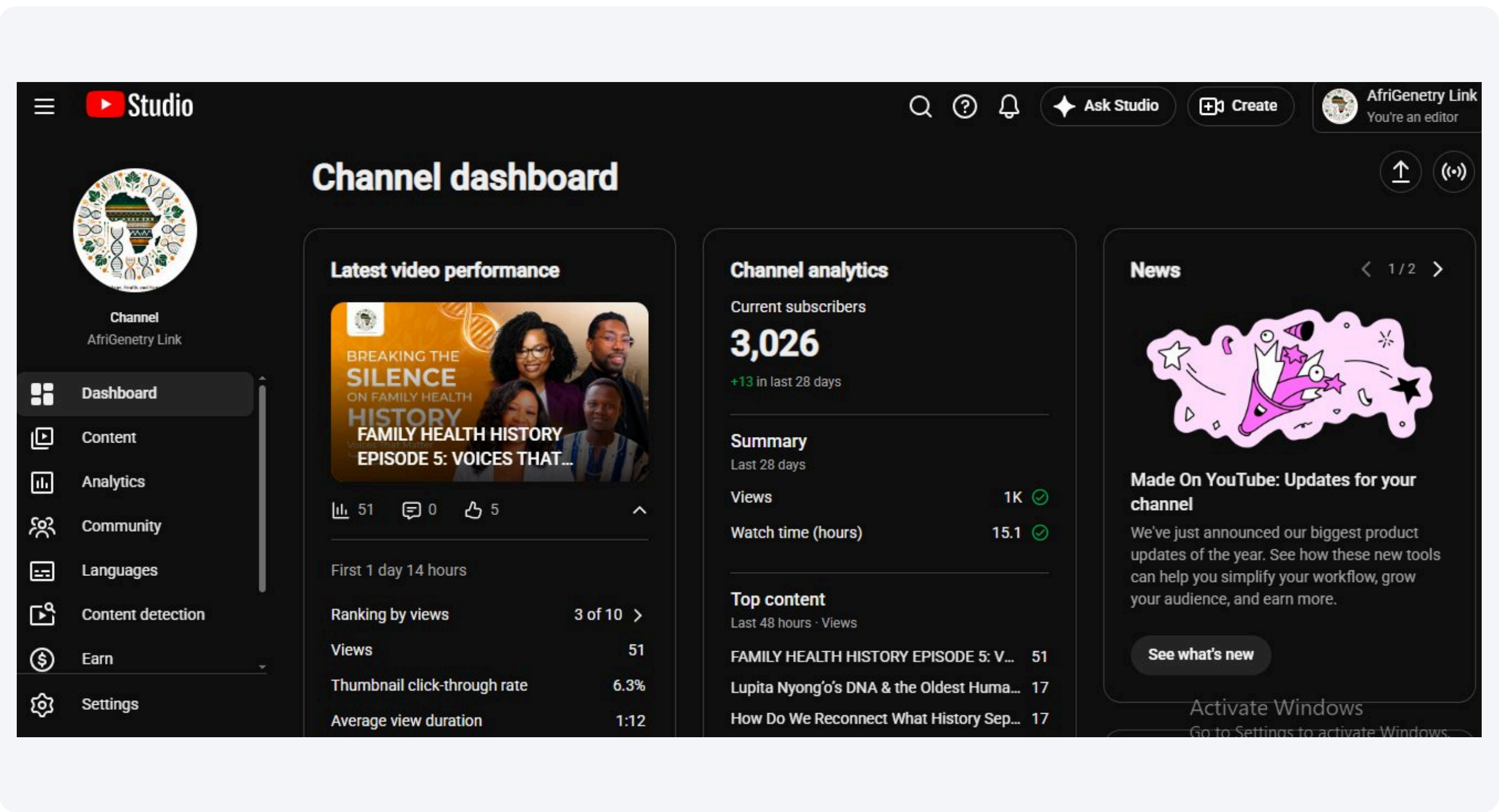
WORK DEMONSTRATED

The channel page documents branding, video organization and the public viewing experience.

EVIDENCE RECORD

059 / 127 submitted screenshots

YouTube Studio operations



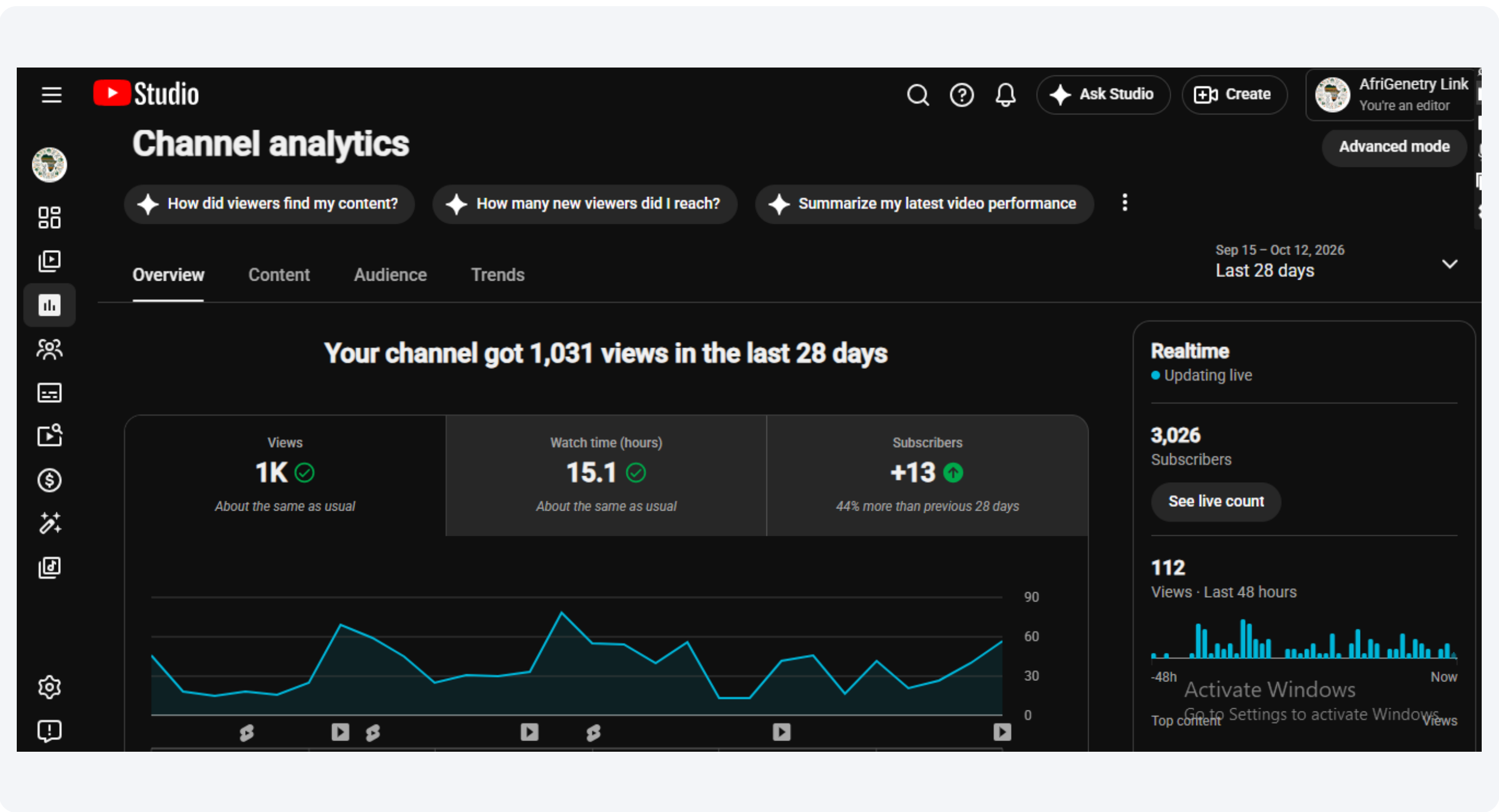
WORK DEMONSTRATED

The dashboard supports video management and monitoring of channel activity.

EVIDENCE RECORD

060 / 127 submitted screenshots

YouTube analytics snapshot



AGL (YouTube Analytics).png

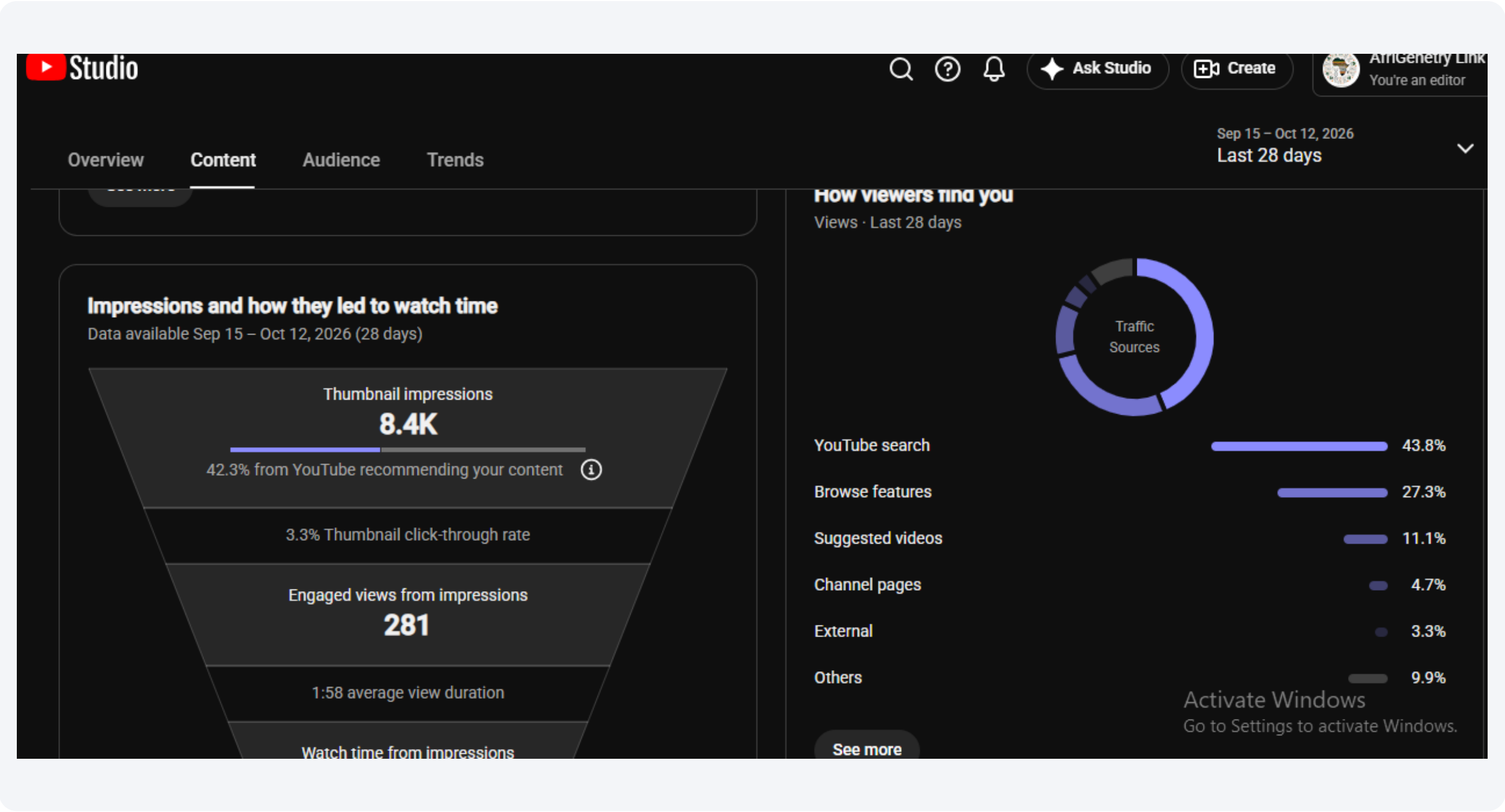
WORK DEMONSTRATED

The selected 28-day report shows 1,031 views, 15.1 watch hours and 13 additional subscribers. It is not a controlled comparison with the before view.

EVIDENCE RECORD

058 / 127 submitted screenshots

YouTube discovery funnel



WORK DEMONSTRATED

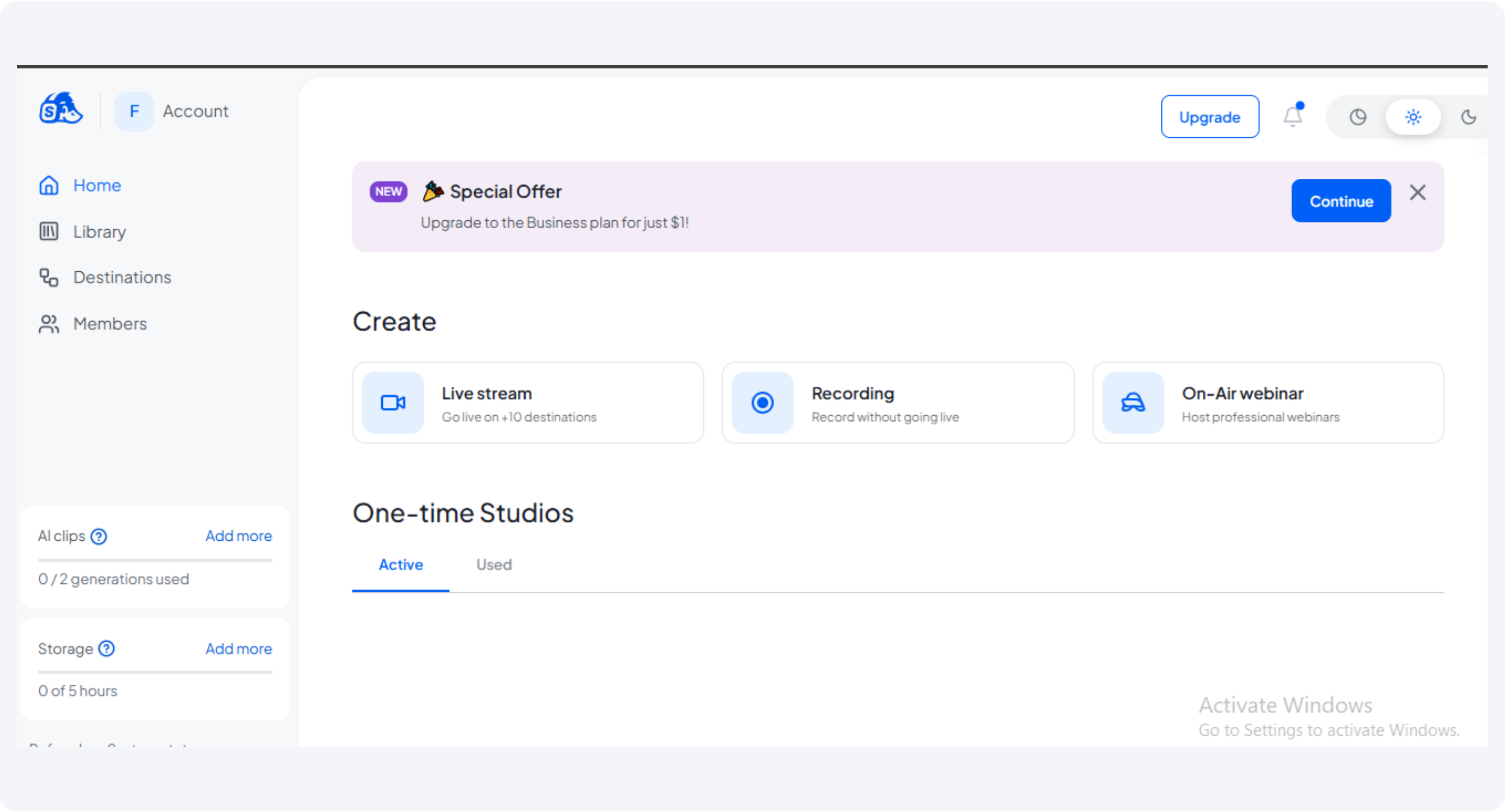
Impressions, traffic sources and watch-time reporting help examine discovery and video response.

EVIDENCE RECORD

057 / 127 submitted screenshots

AGL (YouTube Analytics 2).png

StreamYard production workspace



AGL (StreamYard Management).png

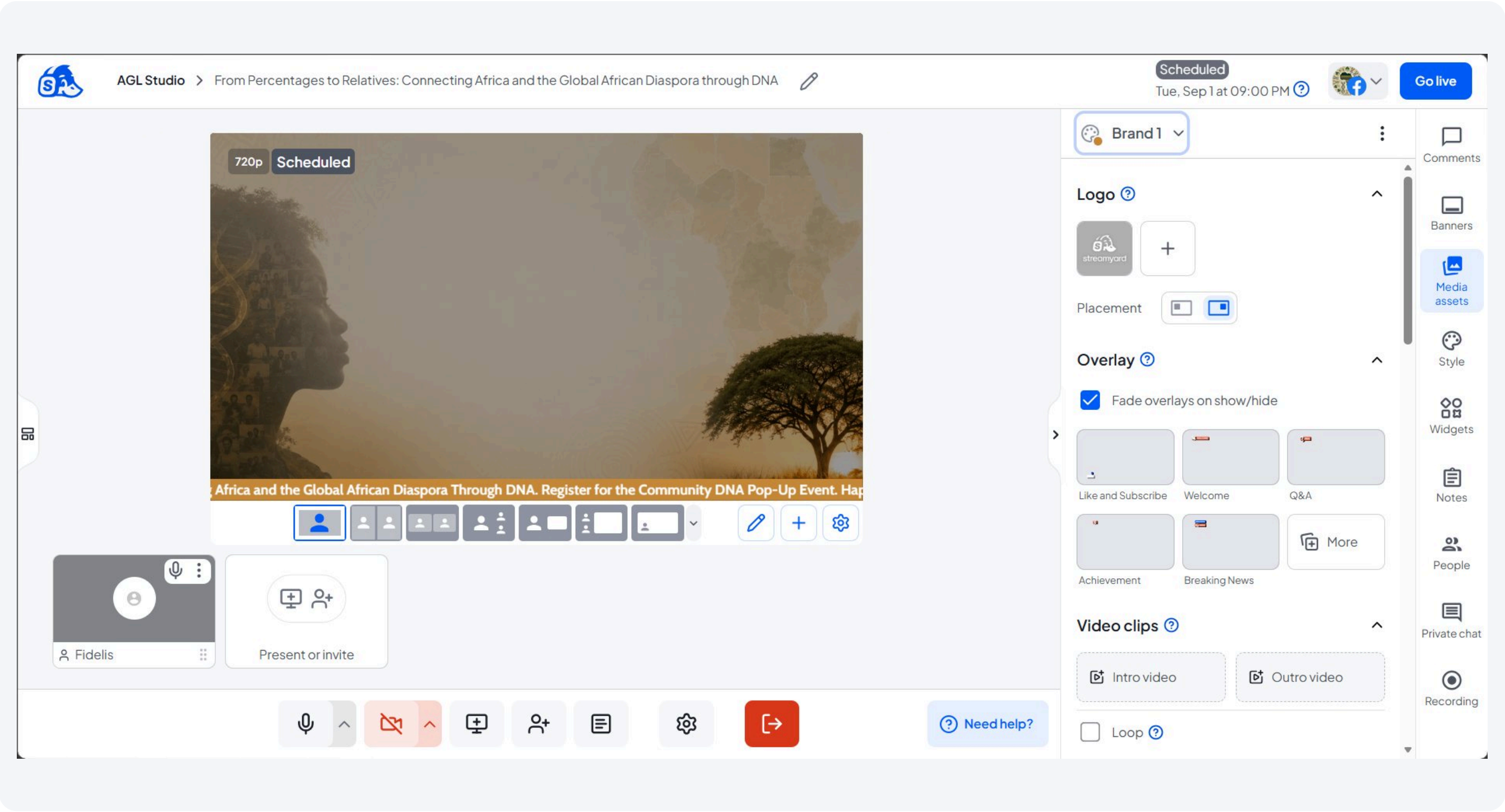
WORK DEMONSTRATED

The production account documents tools for live streams, recordings and event broadcasts.

EVIDENCE RECORD

049 / 127 submitted screenshots

Live event production setup



WORK DEMONSTRATED

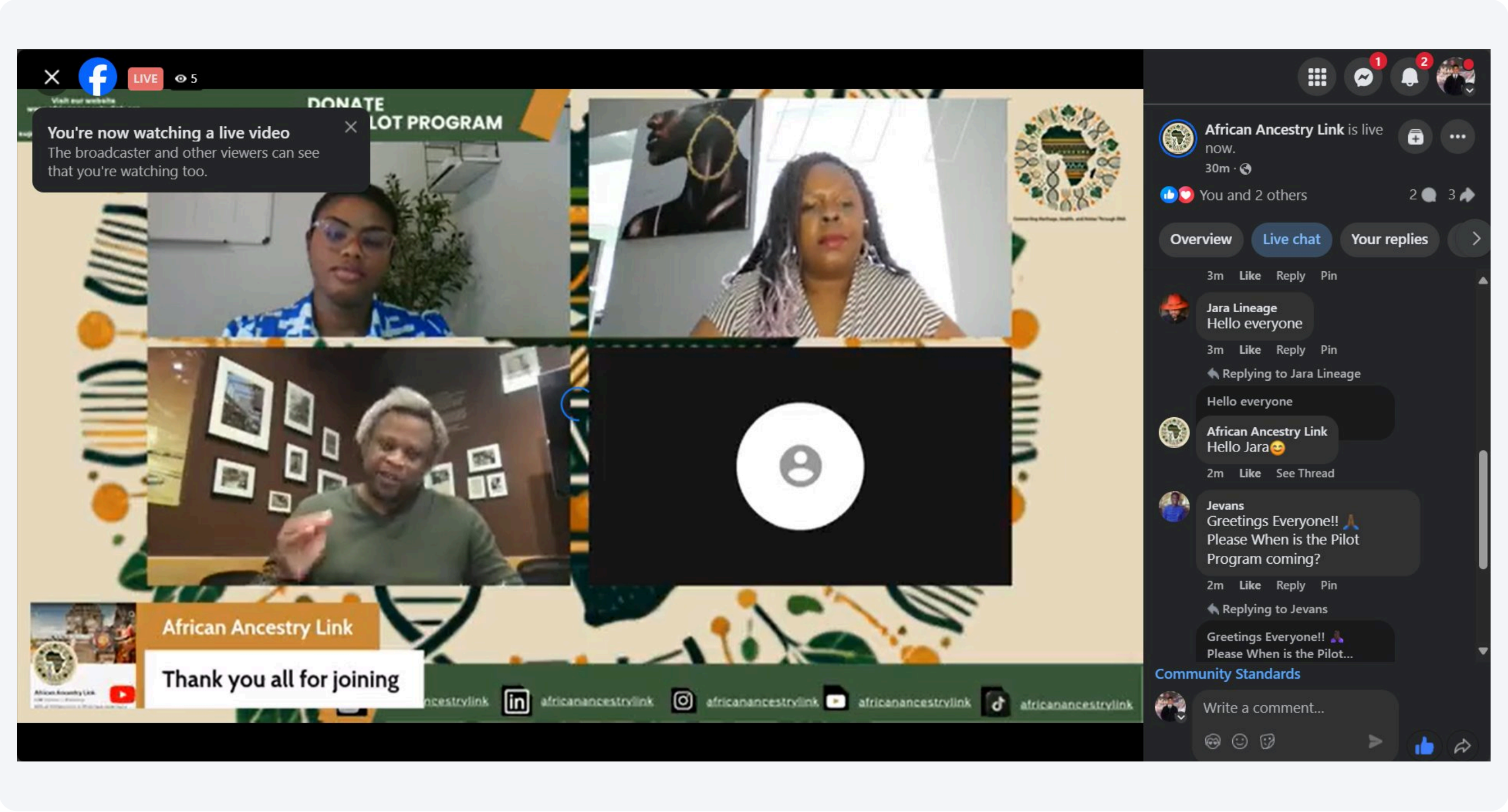
The studio view shows branding, overlays and production controls used to prepare a live event.

EVIDENCE RECORD

082 / 127 submitted screenshots

AGL - Event Management with Stream Yard.png

Live chat moderation



Live chat moderation.png

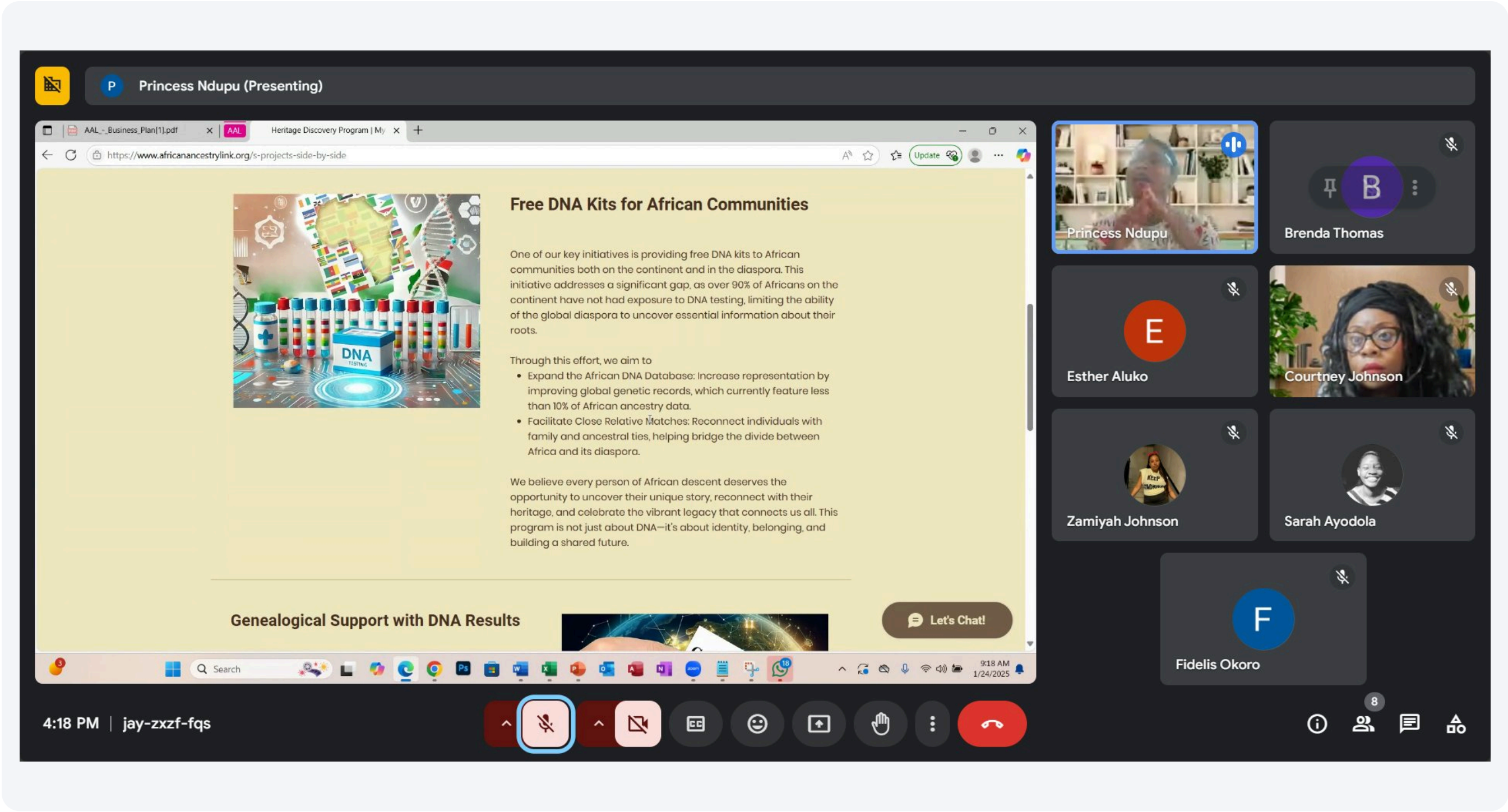
WORK DEMONSTRATED

The live-session view documents participant discussion, audience chat and moderation context.

EVIDENCE RECORD

106 / 127 submitted screenshots

Team presentation & coordination



WORK DEMONSTRATED

The conference view records a collaborative review of program and website materials.

EVIDENCE RECORD

110 / 127 submitted screenshots

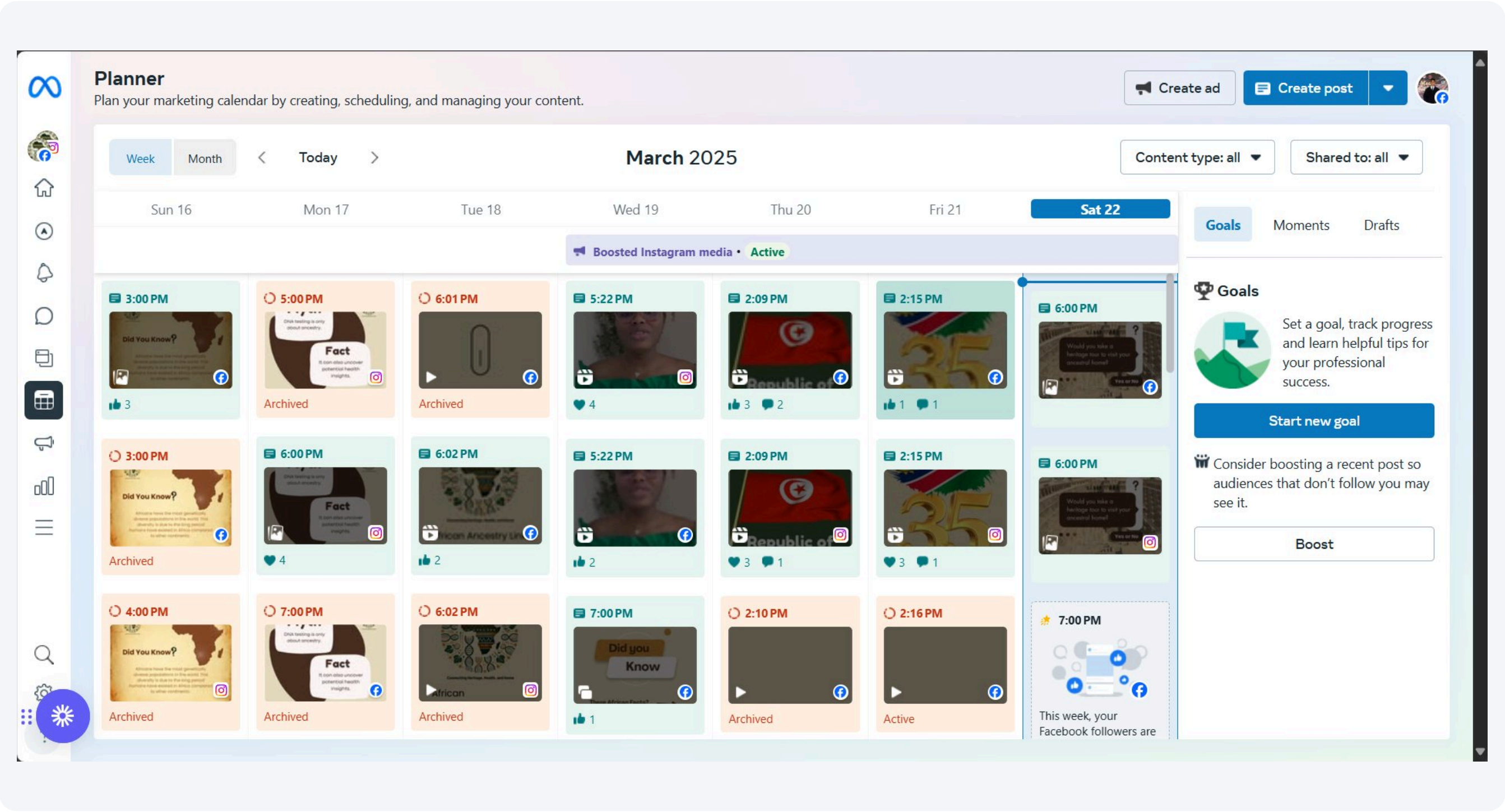
Video Conference meeting.png

06

Content, email & community

Editorial planning, educational writing, newsletter development and audience communications.

Social publishing calendar



AAL Content Planning-Scheduling.png

WORK DEMONSTRATED

The calendar documents scheduled content and the publishing workflow.

EVIDENCE RECORD

003 / 127 submitted screenshots

WORK DEMONSTRATED

EVIDENCE RECORD

089 / 127 submitted screenshots

Content c.png

Content calendar spreadsheet

WORK DEMONSTRATED

The additional calendar view preserves the editorial workflow and status tracking.

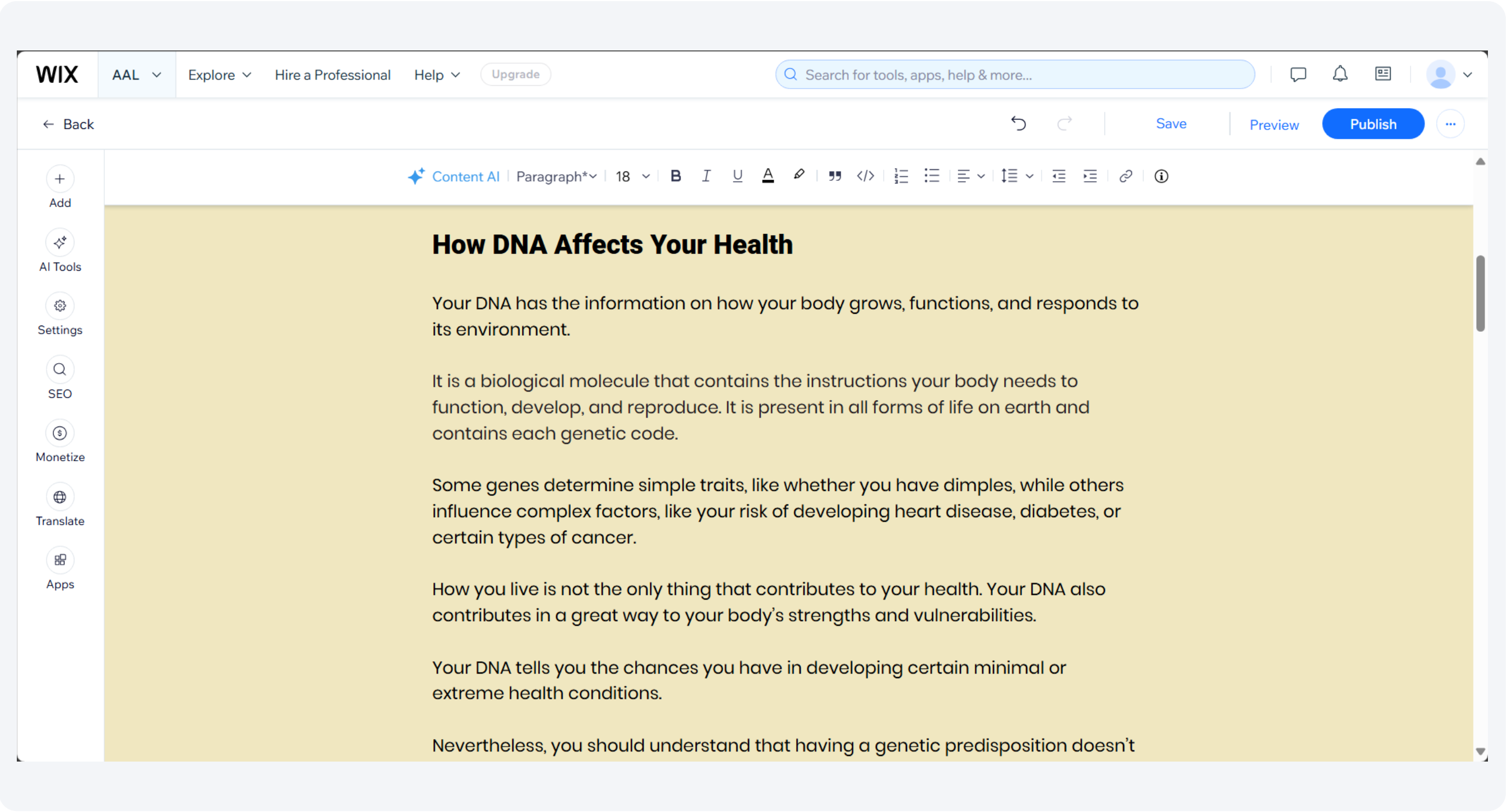
EVIDENCE RECORD

123 / 127 submitted screenshots

AAL CONTENT CALENDAR													File Edit View Insert Format Data Tools Extensions Help													100% 123 Centu... - 9 + B I A													Share												
A1													fx																																						
Year: 2025 Week start on:																										REPUR																									
For Month February Mond...													CW DAY OF WEEK													Content Format Hashtags Content Type Instagram Post Stories													f Content												
Week																																																			
Mon Tue Wed Thu Fri Sat Sun													Monday 27																																						
27 28 29 30 31 1 2													Tuesday 28																																						
3 4 5 6 7 8 9													Wednesday 29													Ongoing																									
10 11 12 13 14 15 16													Thursday 30													Ongoing																									
17 18 19 20 21 22 23													Friday 31													Ongoing																									
24 25 26 27 28													Saturday 1													Single Flier #africanancestry #MyAfricanRoots New Month Post Happy new month - Discover your roots with African Ancestry Link Happy New Month (the same with the p Ongoing Single																									
													Sunday 2													Ongoing																									
Week 1																																																			
Mon Tue Wed Thu Fri Sat Sun													Monday 3													Carousel #ReconnectWithAfrica #MyAfricanRoots #BridgeTheGap Awareness Post Introducing African Ancestry Link - Who we are - the mission and the goal. Monday greetings story- Also post the carousels as stories. Single																									
27 28 29 30 31 1 2													Tuesday 4													Reel #africanancestry #KnowYourHeritage #MyAfricanRoots Informative/Entertainment Post Montage of African Culture (music/festivals/landscape). "Did you know Africa has over 2,000 languages? (together with the post for the day). Re																									
3 4 5 6 7 8 9													Wednesday 5													Single Flier #AALConnections #KnowYourHeritage #africanancestry Interactive Polls Do you know your ancestral origins? A) Yes, B) No, C) I'd like to find out! Do you know your ancestral origins? A) Yes, B) No, C) I'd like to find out - POLL Single																									
10 11 12 13 14 15 16													Thursday 6													Reel #ReconnectWithAfrica #MyAfricanRoots Inspirational Content "To know who you are, you must know where you come from." Execution: Clip 1: Close-up shot of a person looking Did you know the djembe drum originated in Mali? (Post the content for the day as a story) Re																									
17 18 19 20 21 22 23													Friday 7													Single Flier #freednatesting Fun Facts "Which African dish is your favorite?" Drop your answers in the comment section! Post as story Single																									
FIRST MONTH													SECOND MONTH													THIRD MONTH																									

content calendar spreadsheet.png

Educational blog writing



blog post writing.png

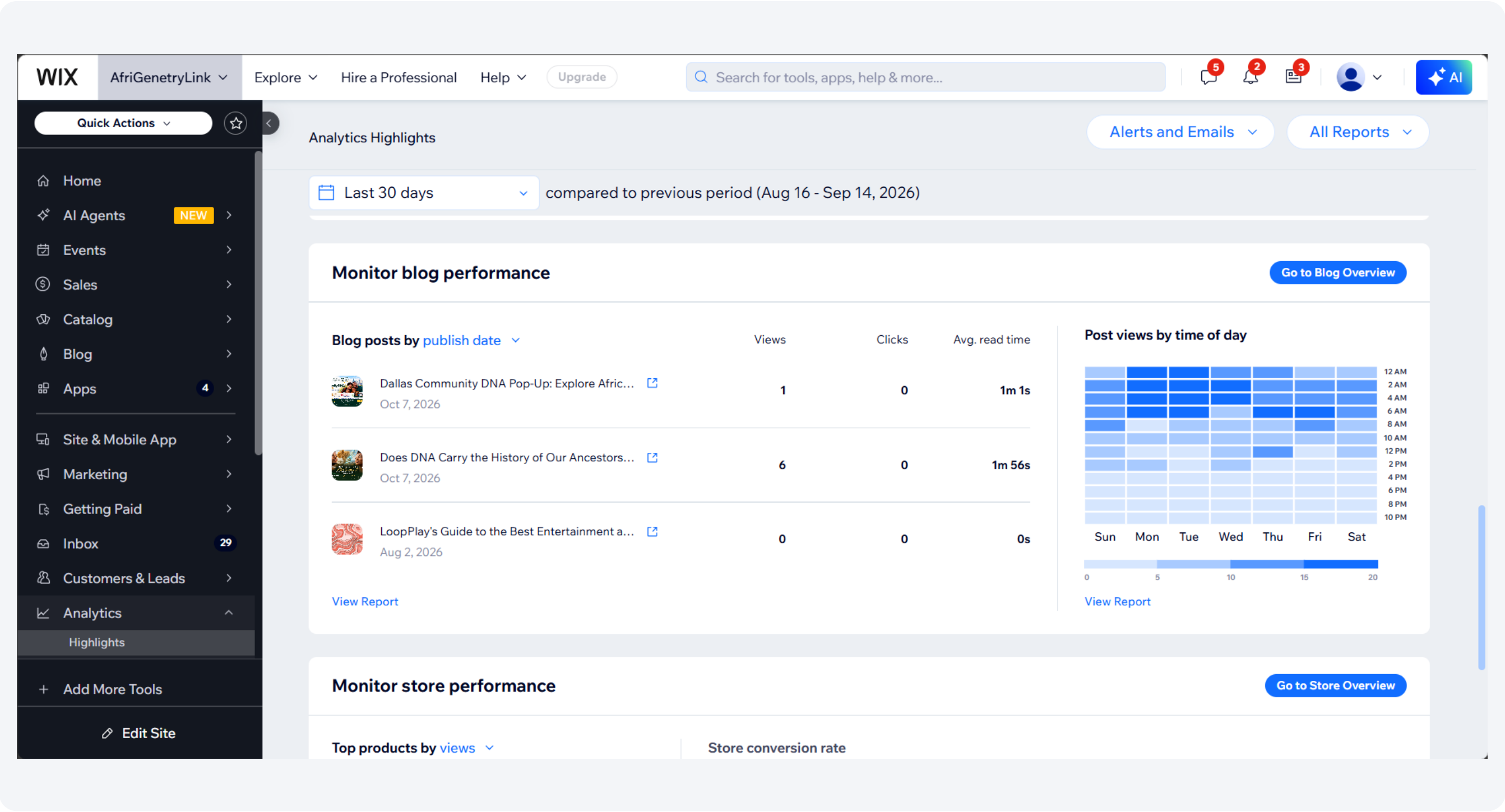
WORK DEMONSTRATED

The article draft demonstrates accessible educational writing on DNA and health.

EVIDENCE RECORD

122 / 127 submitted screenshots

Website blog performance



WORK DEMONSTRATED

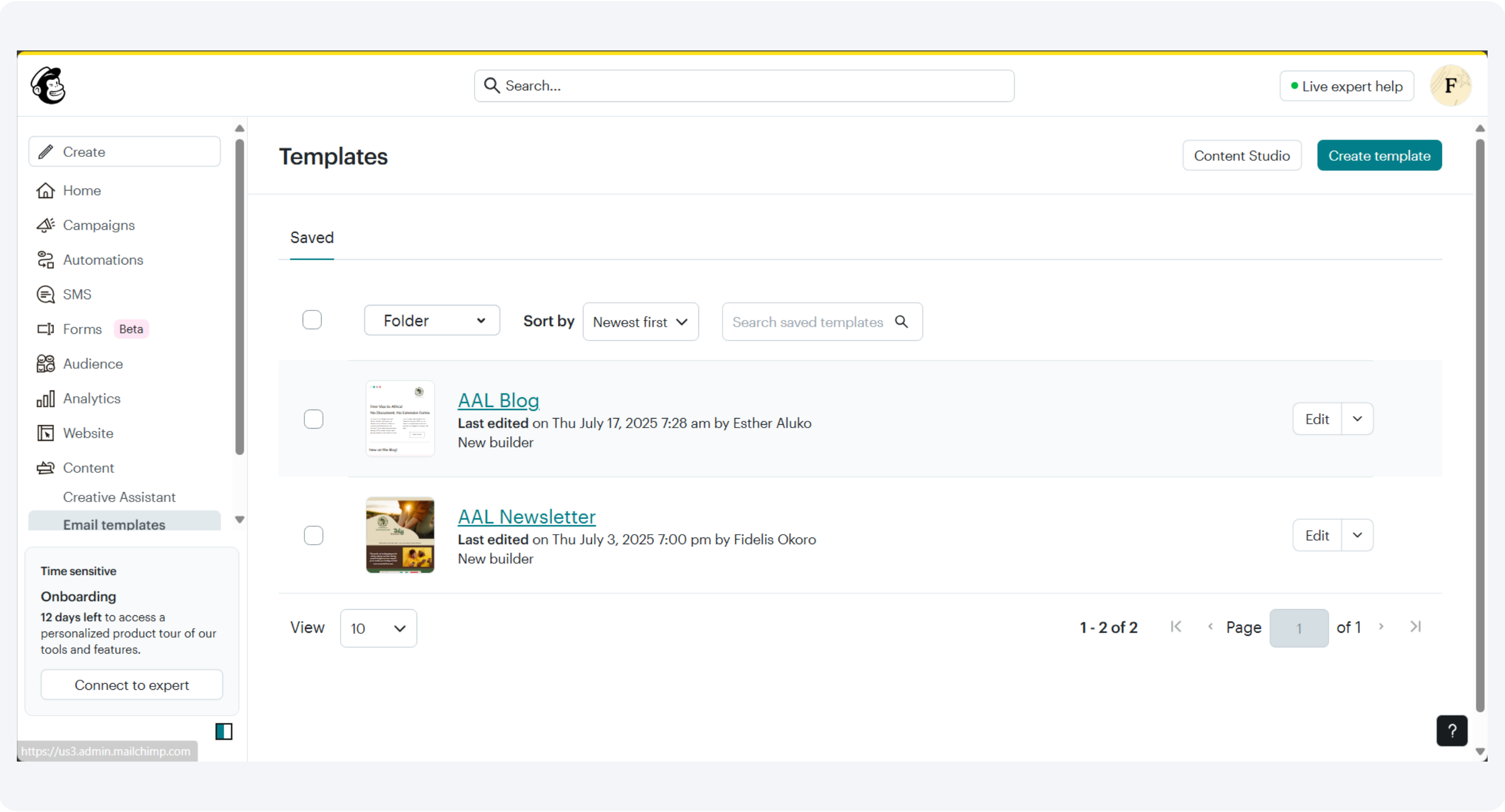
Blog engagement and publication timing provide context for reviewing content use.

EVIDENCE RECORD

056 / 127 submitted screenshots

AGL (Website blog management).png

Email template library



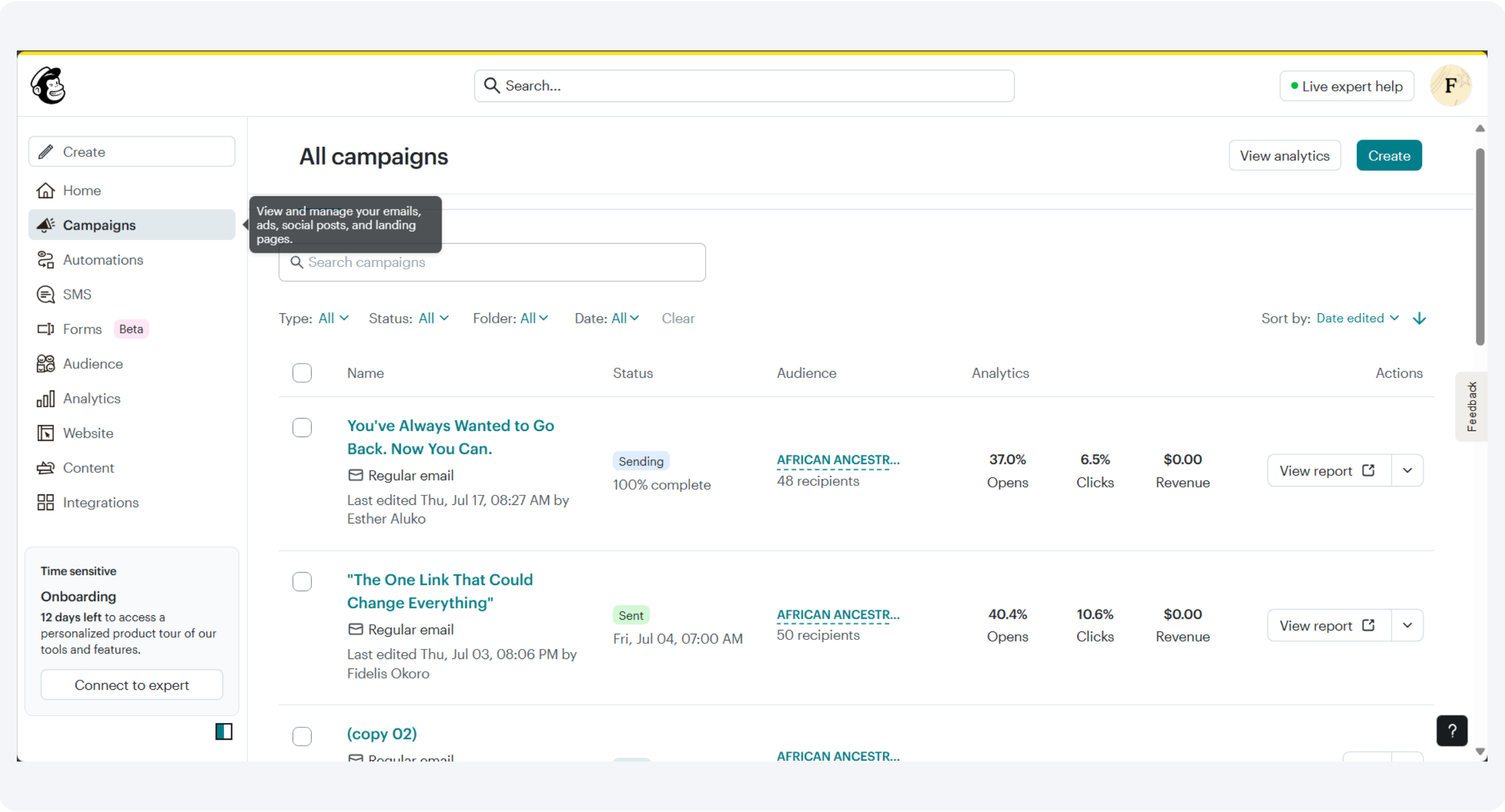
WORK DEMONSTRATED

The template workspace records reusable newsletter and announcement layouts.

EVIDENCE RECORD

124 / 127 submitted screenshots

Earlier email campaign management



WORK DEMONSTRATED

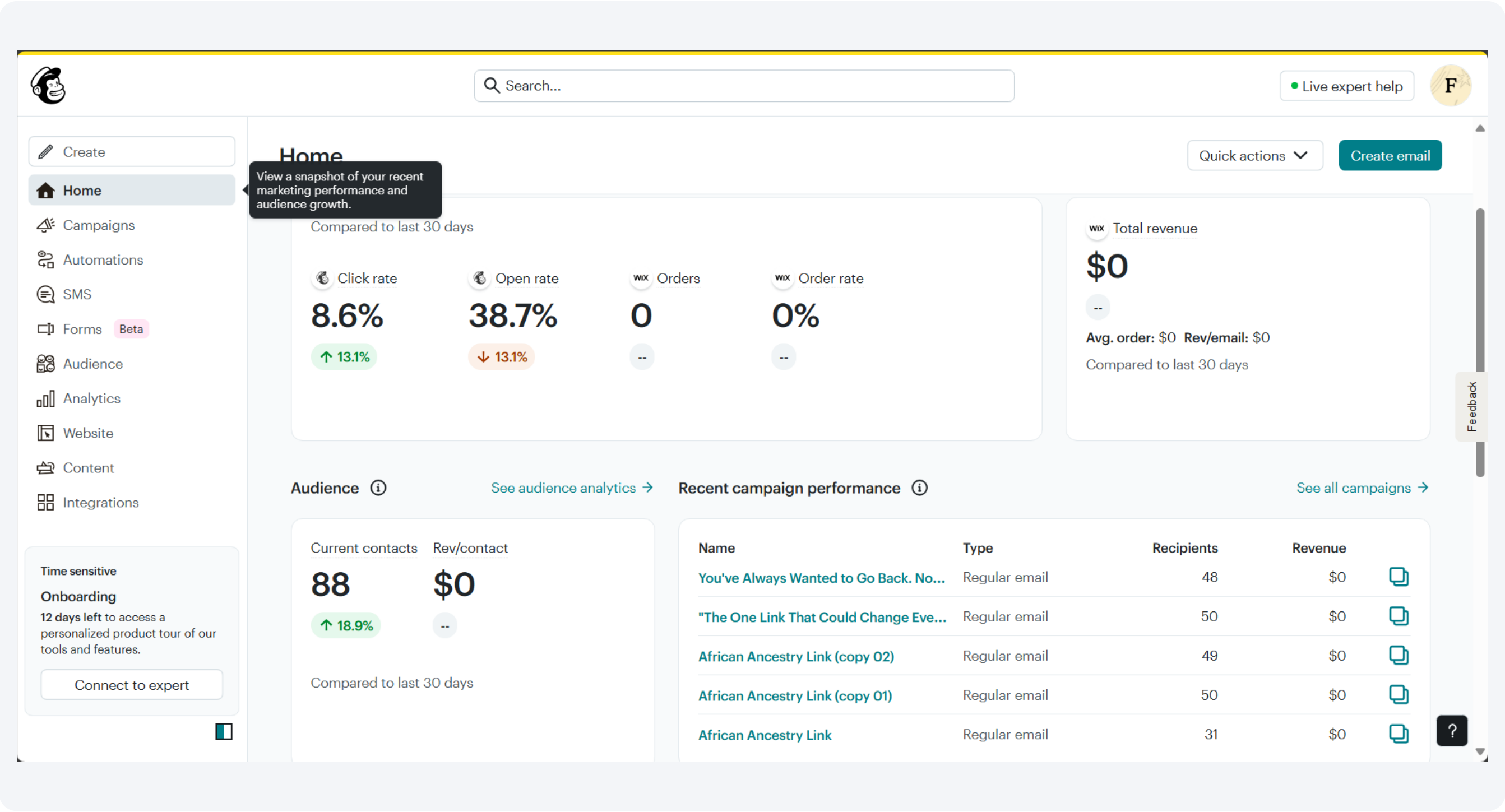
The campaign list documents newsletter sends and their platform reporting.

EVIDENCE RECORD

091 / 127 submitted screenshots

Email Marketing 2.png

Earlier email performance dashboard



Email marketing 1.png

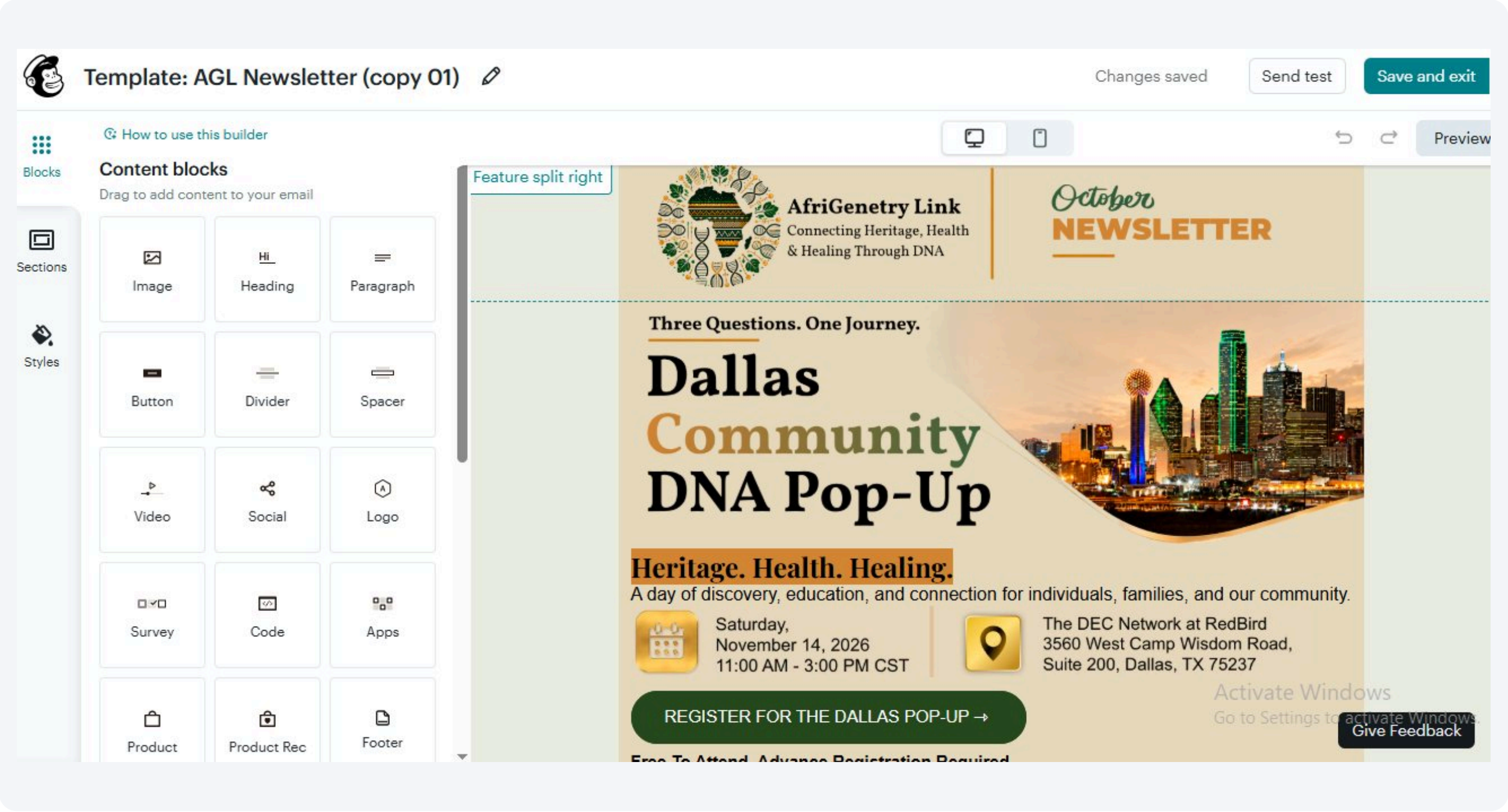
WORK DEMONSTRATED

The dashboard preserves an earlier snapshot of email audience and campaign metrics.

EVIDENCE RECORD

092 / 127 submitted screenshots

Newsletter design & copy



AGL (mailchimp - newsletter).png

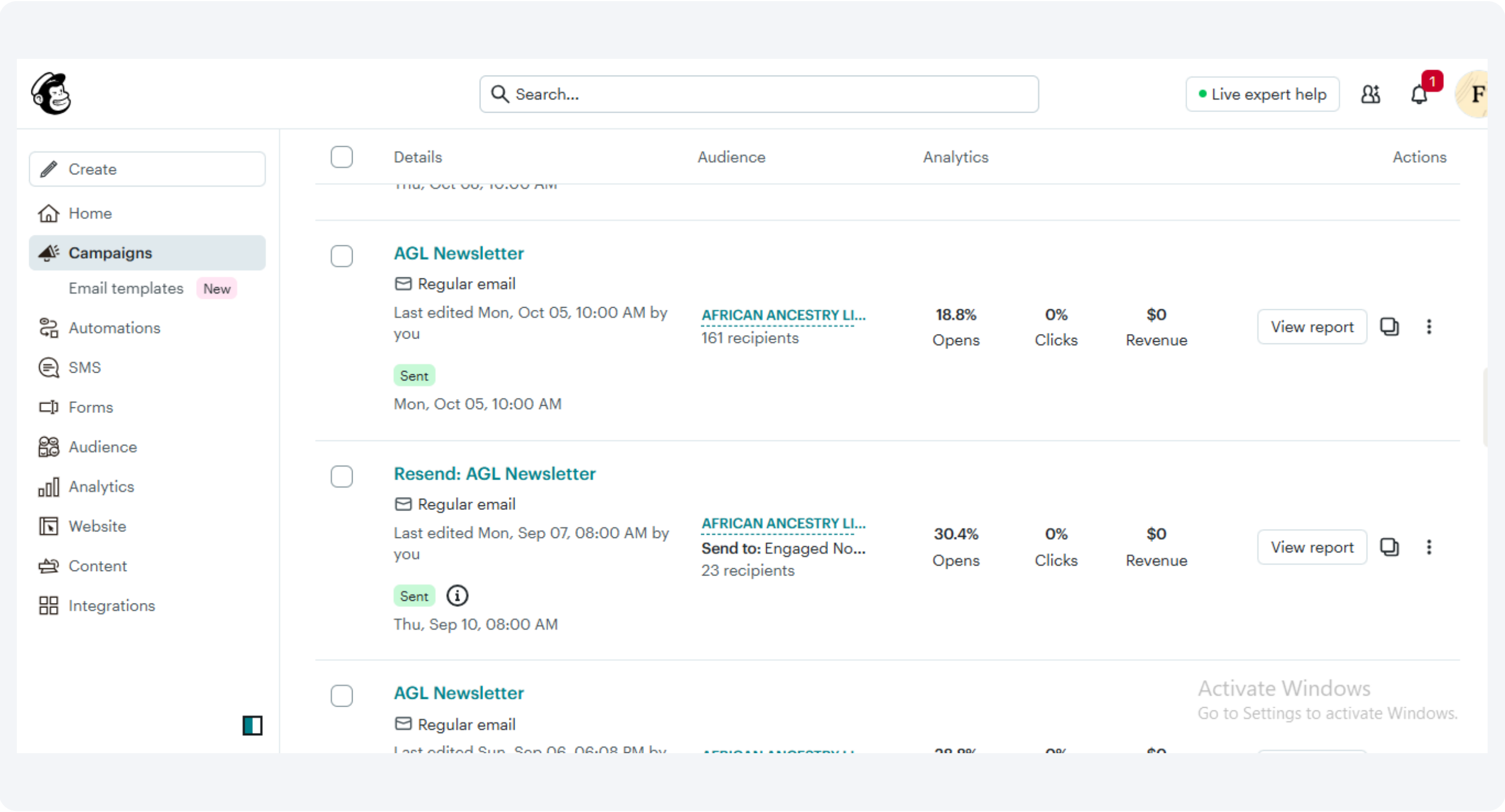
WORK DEMONSTRATED

The newsletter editor shows the Dallas Community DNA Pop-Up message, visual hierarchy and registration call to action.

EVIDENCE RECORD

071 / 127 submitted screenshots

Newsletter campaign records



WORK DEMONSTRATED

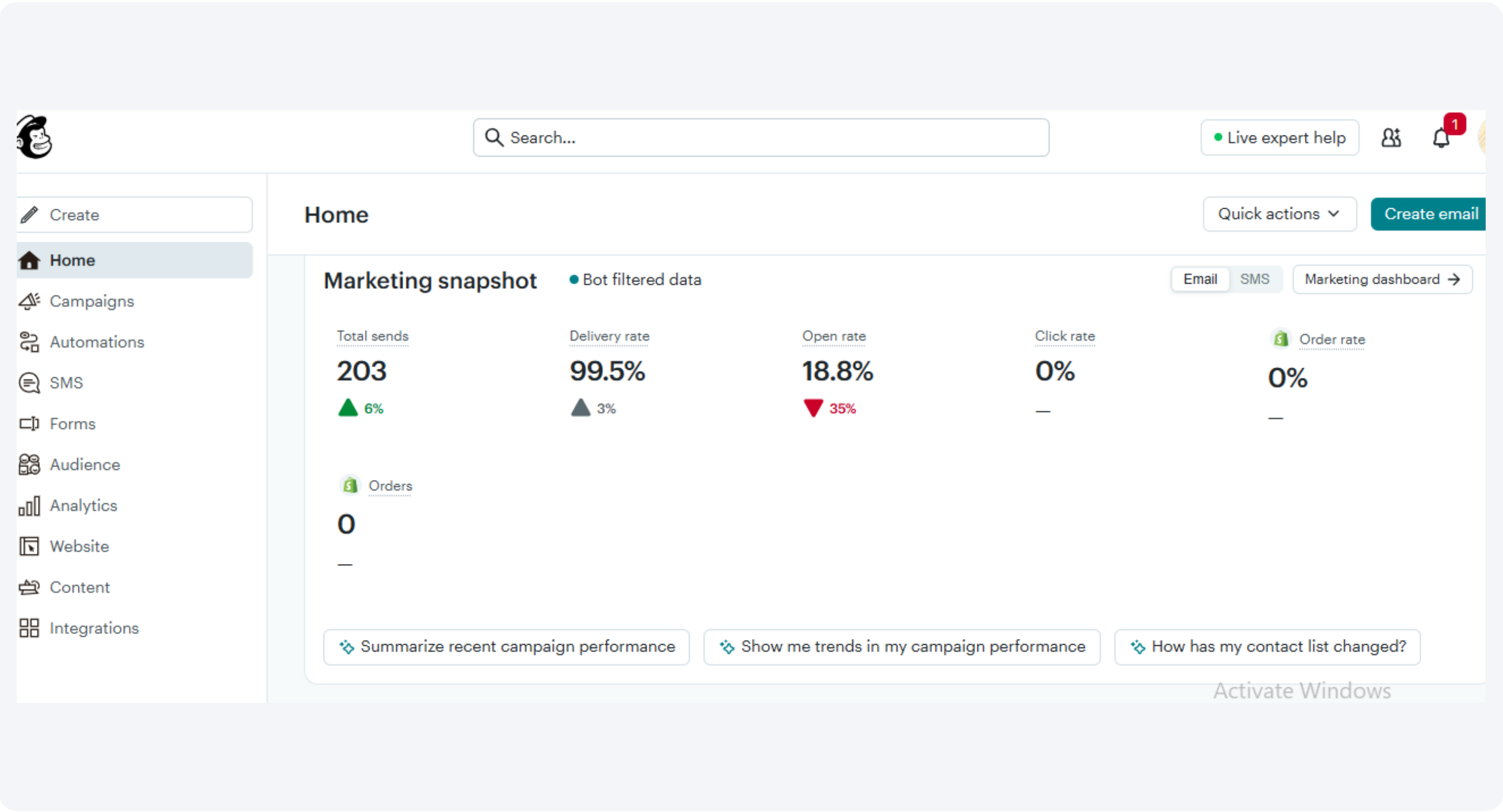
Campaign-level reporting provides an operational record of newsletter distribution.

EVIDENCE RECORD

069 / 127 submitted screenshots

AGL (mailchimp - newsletter 2).png

Email audience snapshot



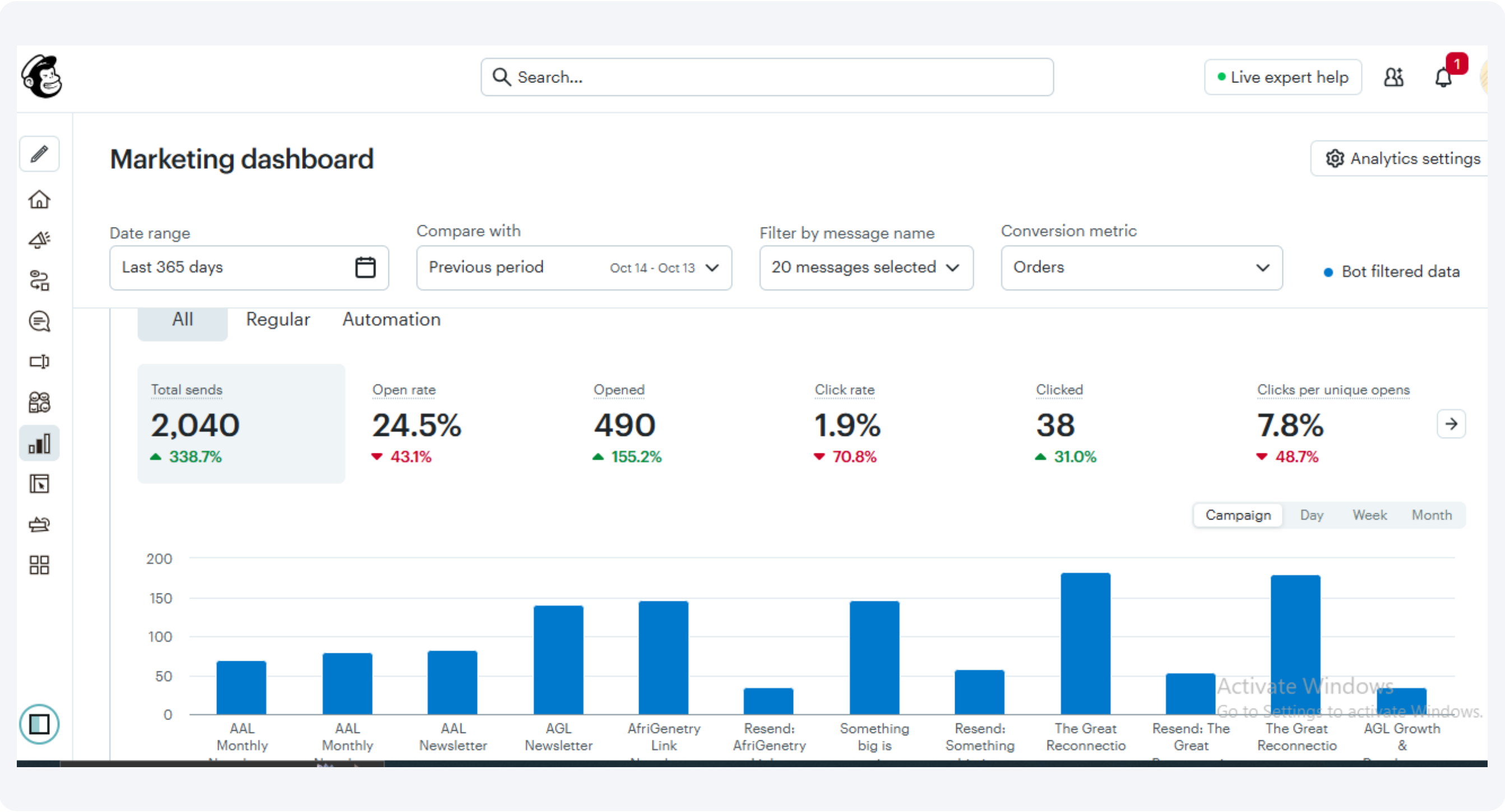
WORK DEMONSTRATED

The dashboard shows 203 contacts, a 99.5% delivery rate and an 18.8% open rate in the selected view.

EVIDENCE RECORD

068 / 127 submitted screenshots

Email engagement reporting



WORK DEMONSTRATED

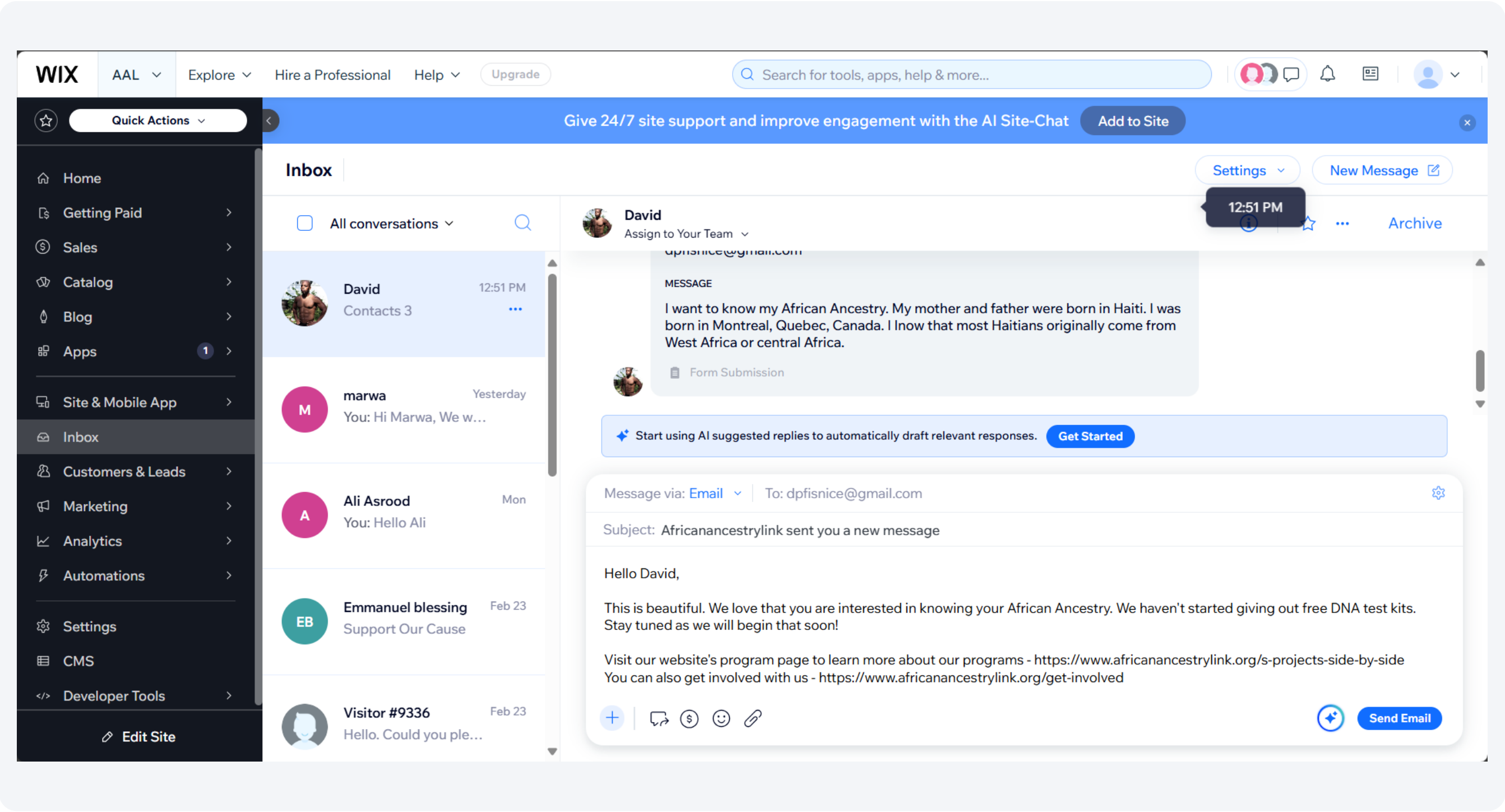
The marketing dashboard brings send volume, opens, clicks and unsubscribes together for review.

EVIDENCE RECORD

070 / 127 submitted screenshots

AGL (mailchimp - newsletter 3).png

Audience support & enquiries



Customer service.png

WORK DEMONSTRATED

The website inbox documents direct audience communication and enquiry handling.

EVIDENCE RECORD

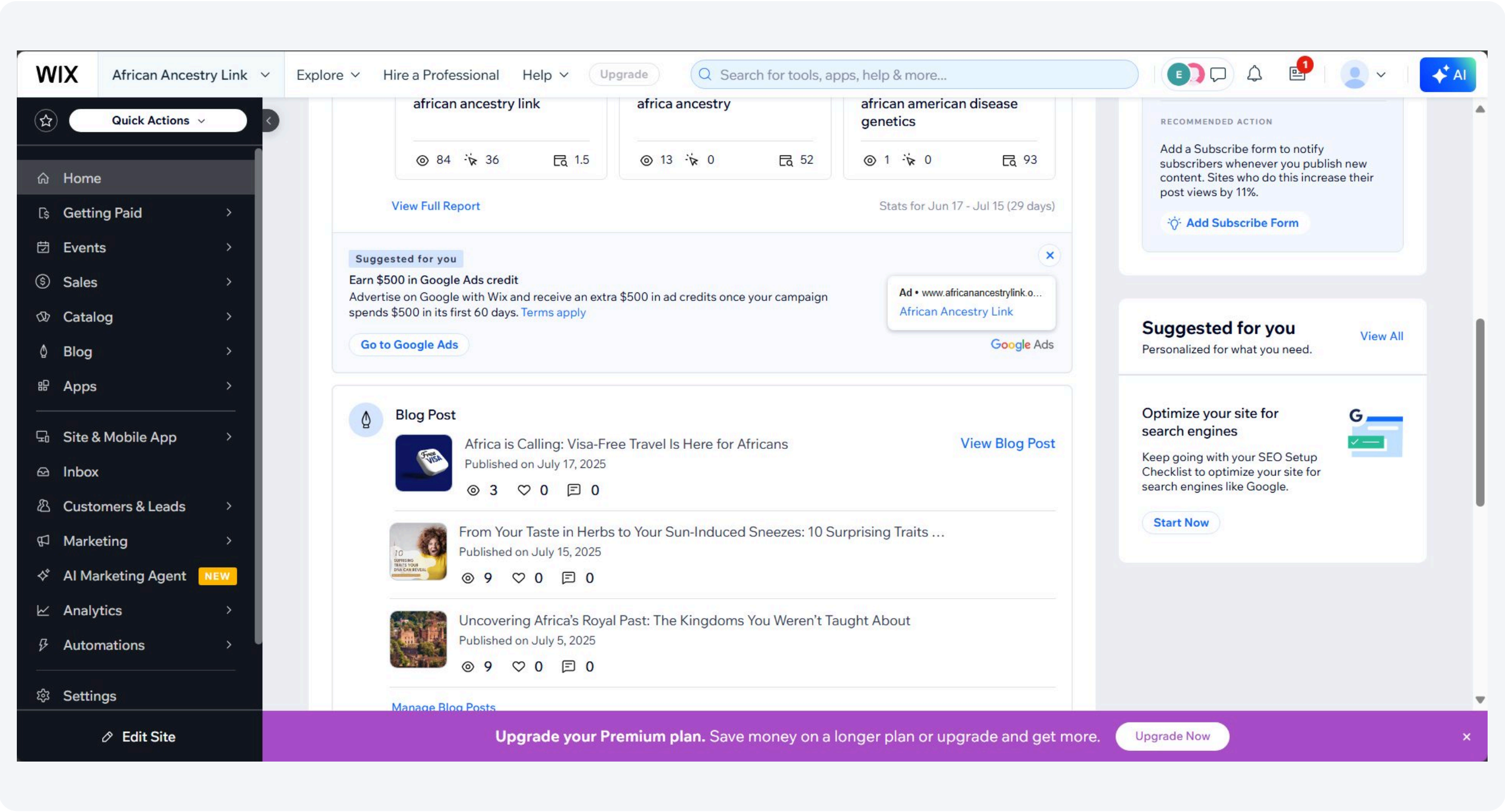
090 / 127 submitted screenshots

07

Website & project operations

Website administration, publishing coordination, task visibility and program delivery systems.

Earlier website administration



AAL WEB MGT.png

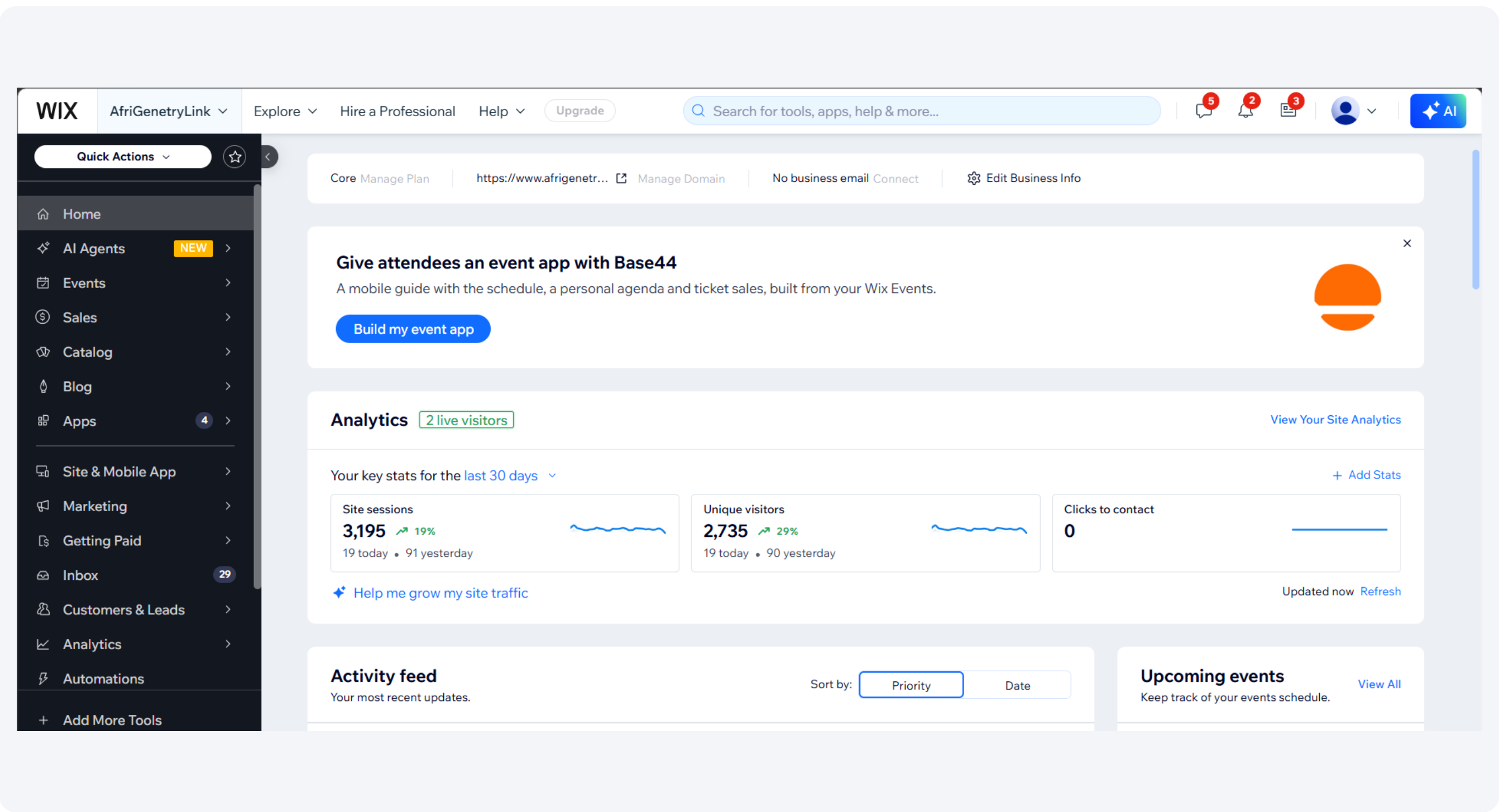
WORK DEMONSTRATED

The Wix workspace documents hands-on website administration under earlier branding.

EVIDENCE RECORD

011 / 127 submitted screenshots

Website management dashboard



AGL (Website Management).png

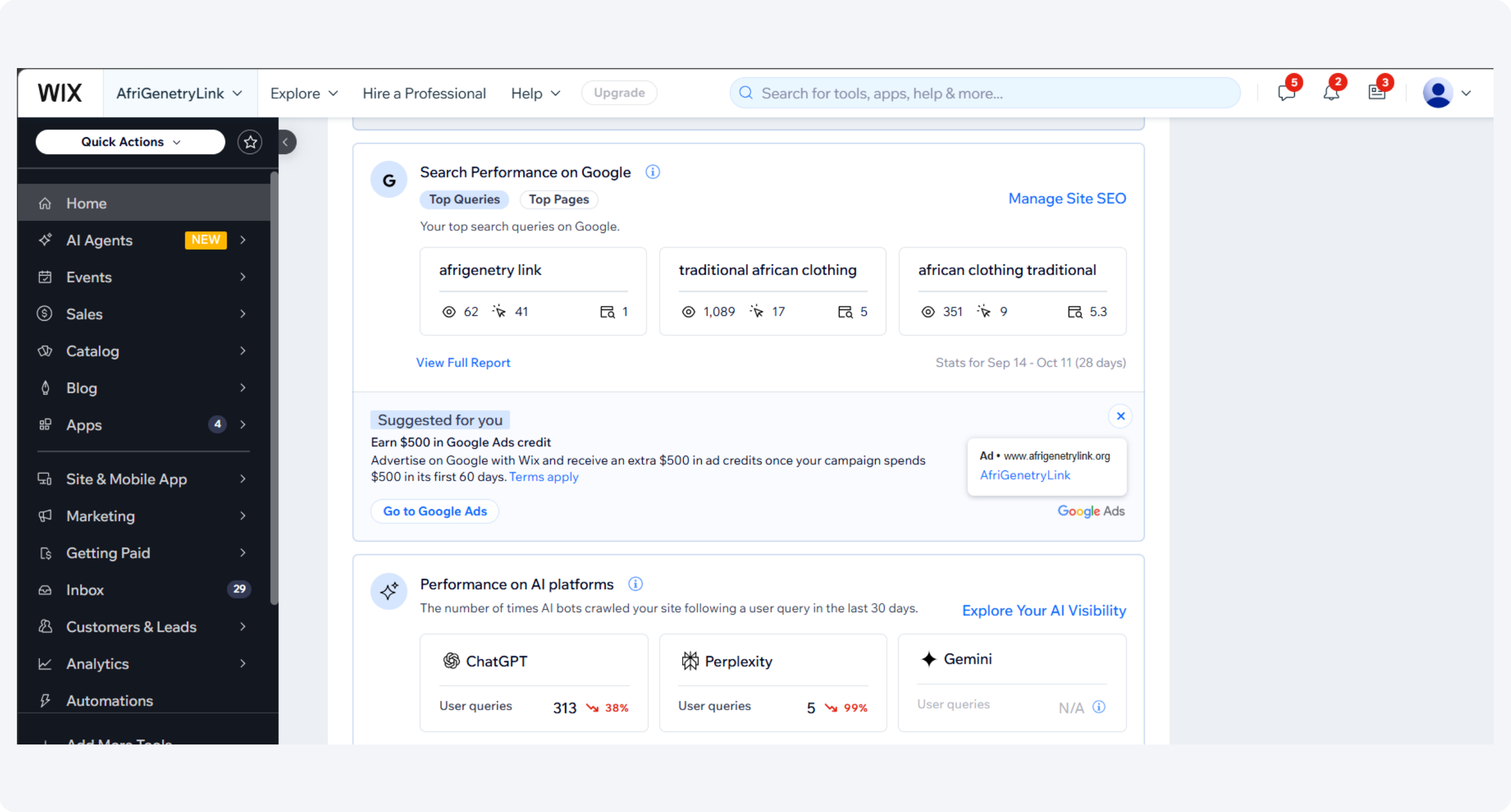
WORK DEMONSTRATED

The dashboard brings together site operations, analytics and administration tools.

EVIDENCE RECORD

053 / 127 submitted screenshots

Website search & AI monitoring



WORK DEMONSTRATED

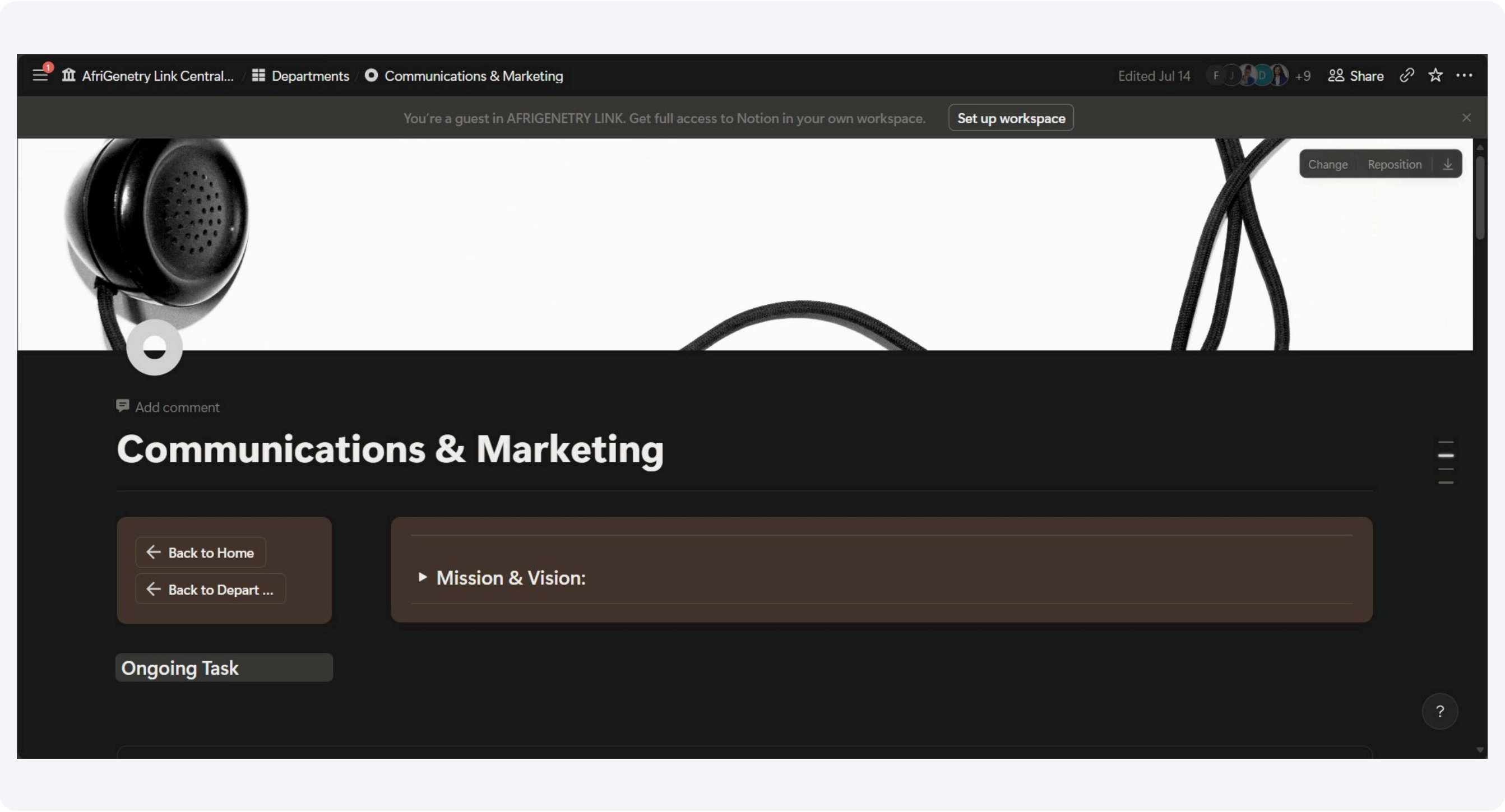
The website management view includes search performance and AI visibility checks.

EVIDENCE RECORD

054 / 127 submitted screenshots

AGL (Website Managment 2).png

Communications workspace



AGL (Notion 1).png

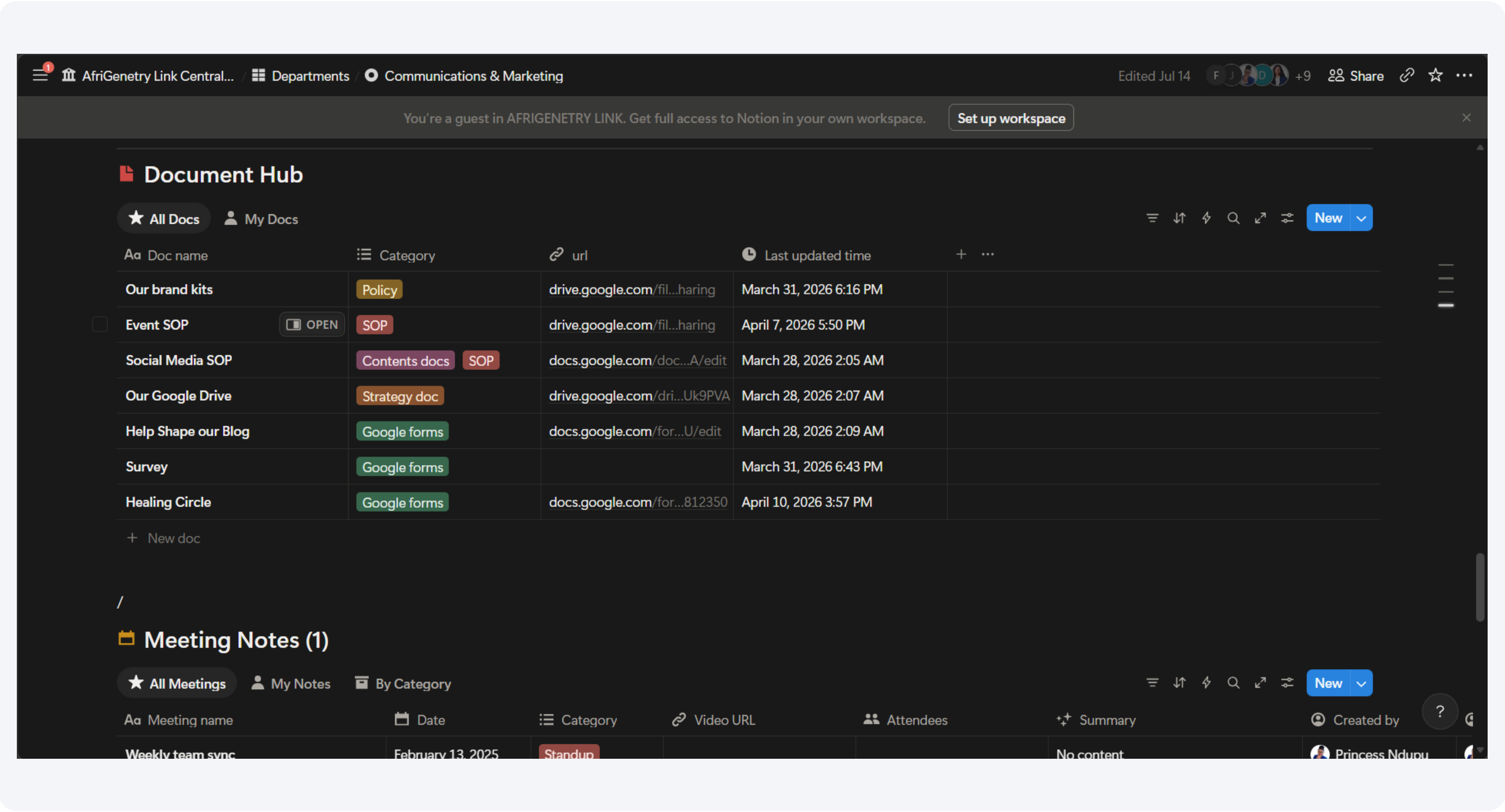
WORK DEMONSTRATED

The Notion workspace provides a central area for communications and marketing coordination.

EVIDENCE RECORD

048 / 127 submitted screenshots

Documents & meeting records



WORK DEMONSTRATED

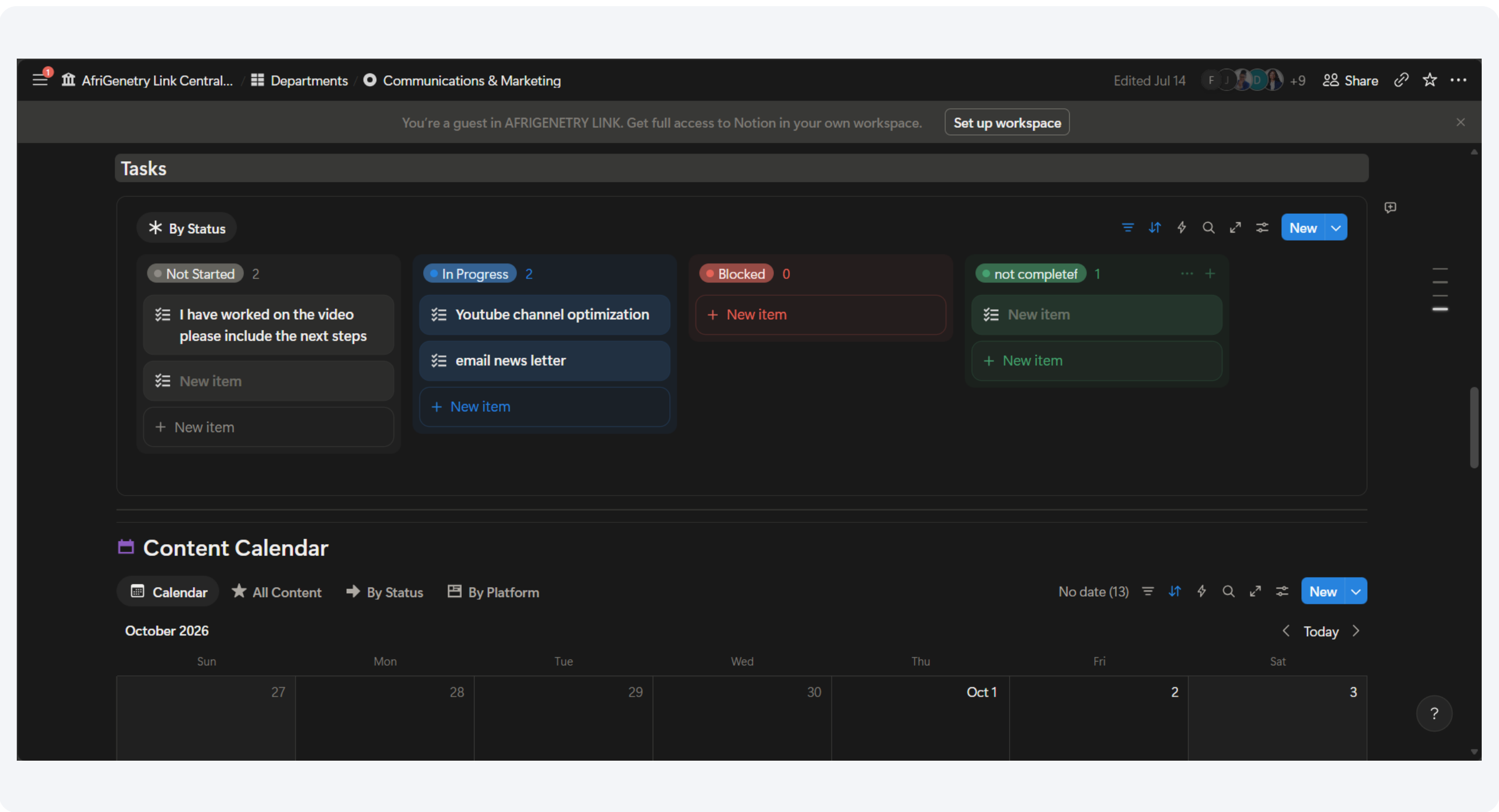
The document hub organizes working files and meeting notes.

EVIDENCE RECORD

072 / 127 submitted screenshots

AGL (notion).png

Task board & calendar



WORK DEMONSTRATED

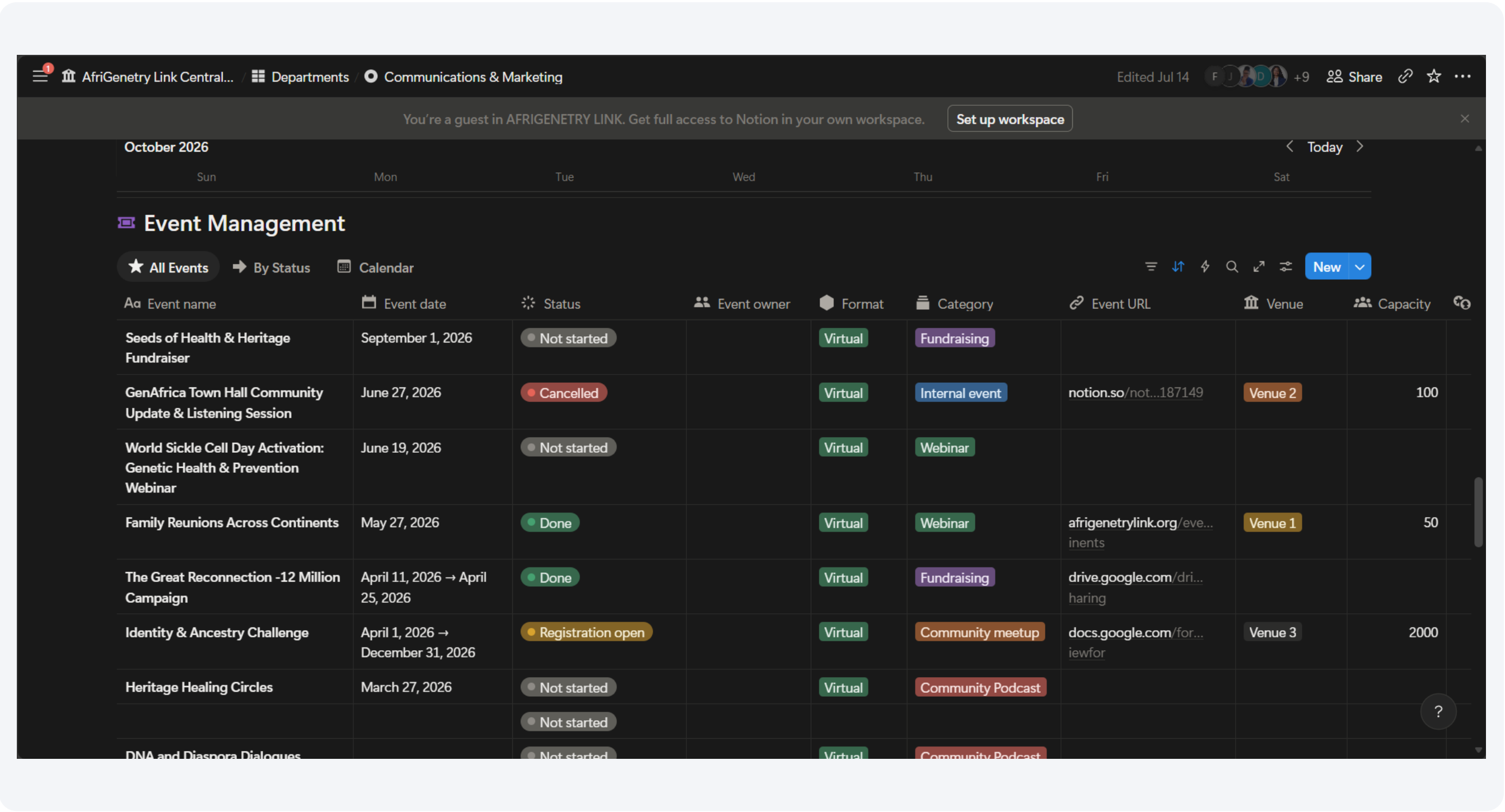
The task board and calendar support assignment, review and visibility of publishing work.

EVIDENCE RECORD

073 / 127 submitted screenshots

AGL (notion 2).png

Event planning board



AGL (notion 3).png

WORK DEMONSTRATED

The event database records schedules, status and coordination information.

EVIDENCE RECORD

074 / 127 submitted screenshots

08

50 Days DNA Health & Wellness Challenge

Campaign planning, speaker materials and program reporting for a community education initiative.

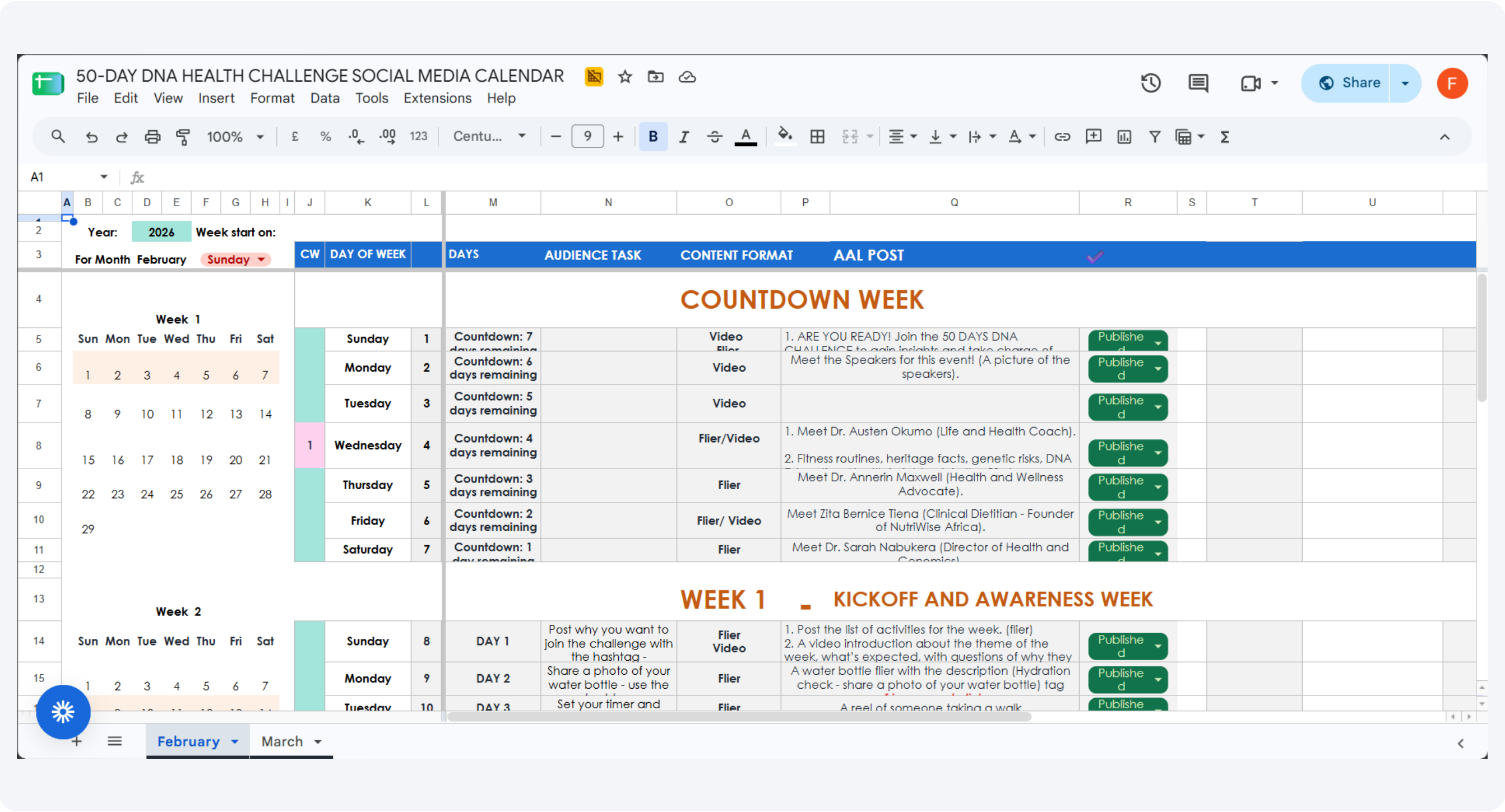
Challenge content calendar

WORK DEMONSTRATED

The program calendar documents the countdown, launch content and scheduled campaign communications.

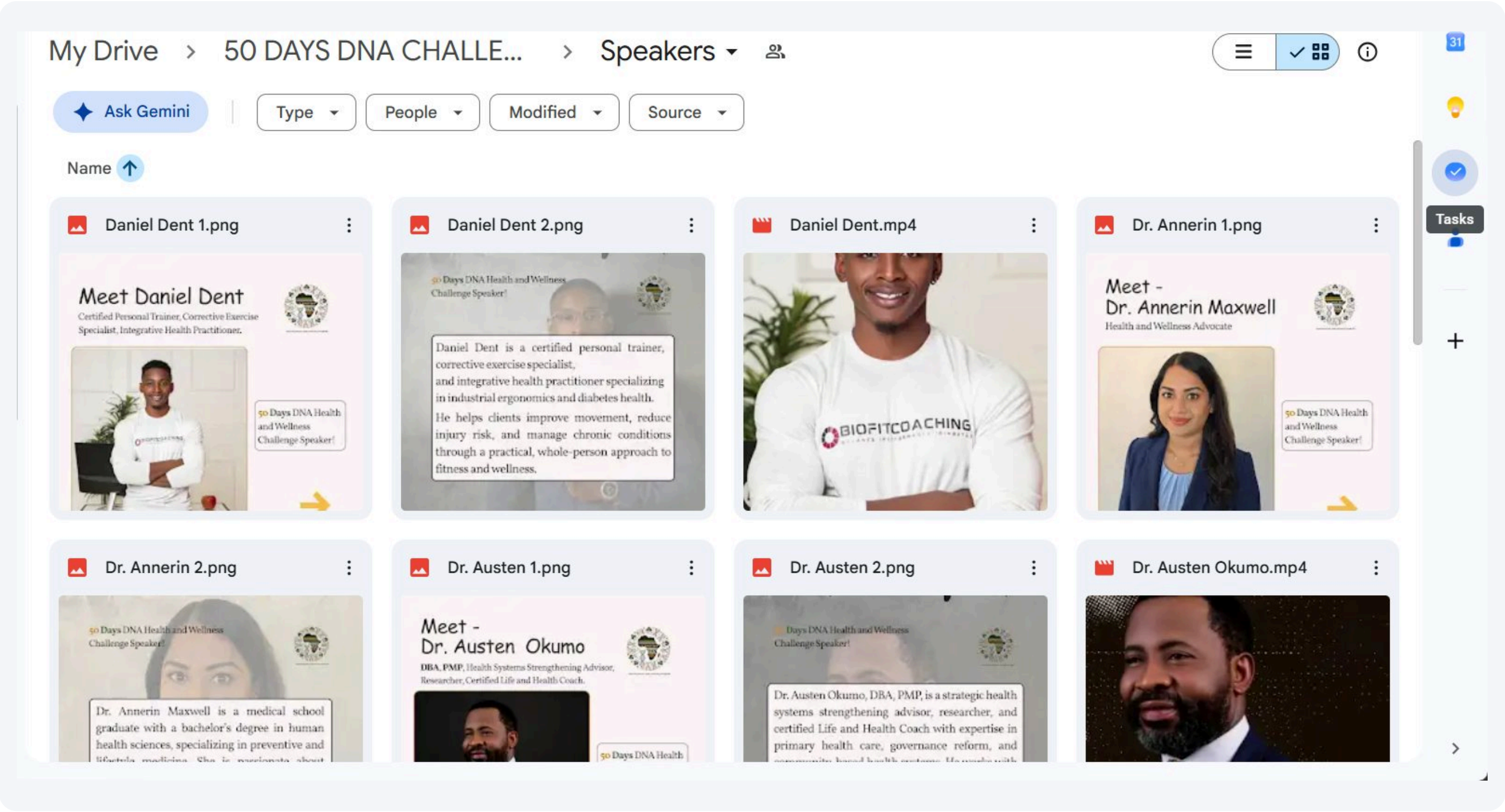
EVIDENCE RECORD

083 / 127 submitted screenshots



AGL Project - Content Calendar - 50 Days DNA Challenge(1).png

Speaker coordination materials



AGL Project - Speakers - 50 Days DNA Challenge.png

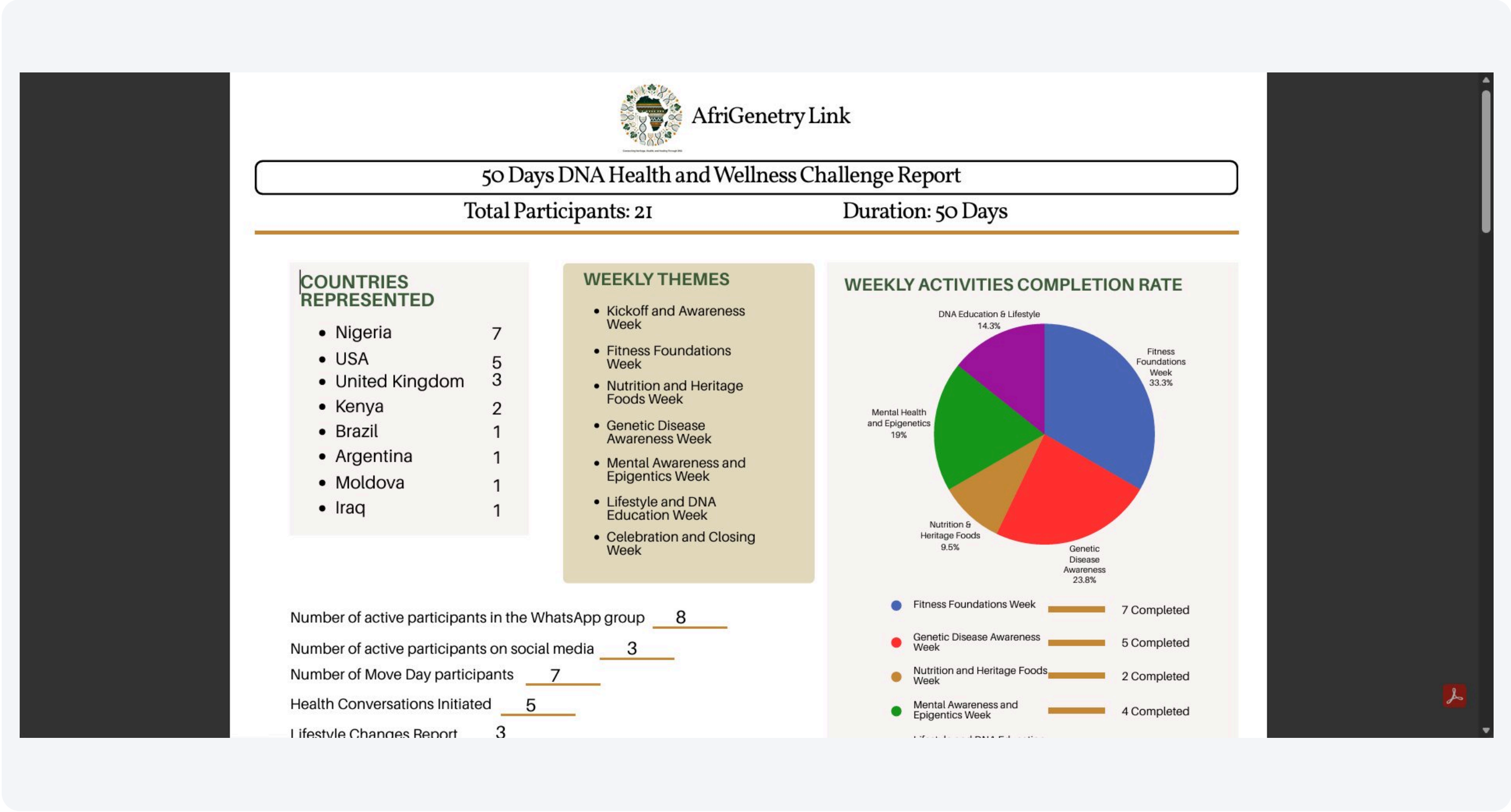
WORK DEMONSTRATED

The shared materials folder preserves speaker introductions and supporting campaign assets.

EVIDENCE RECORD

085 / 127 submitted screenshots

Challenge impact report



WORK DEMONSTRATED

The report records program participation and weekly activity. It is included as program reporting alongside the planning and speaker records.

EVIDENCE RECORD

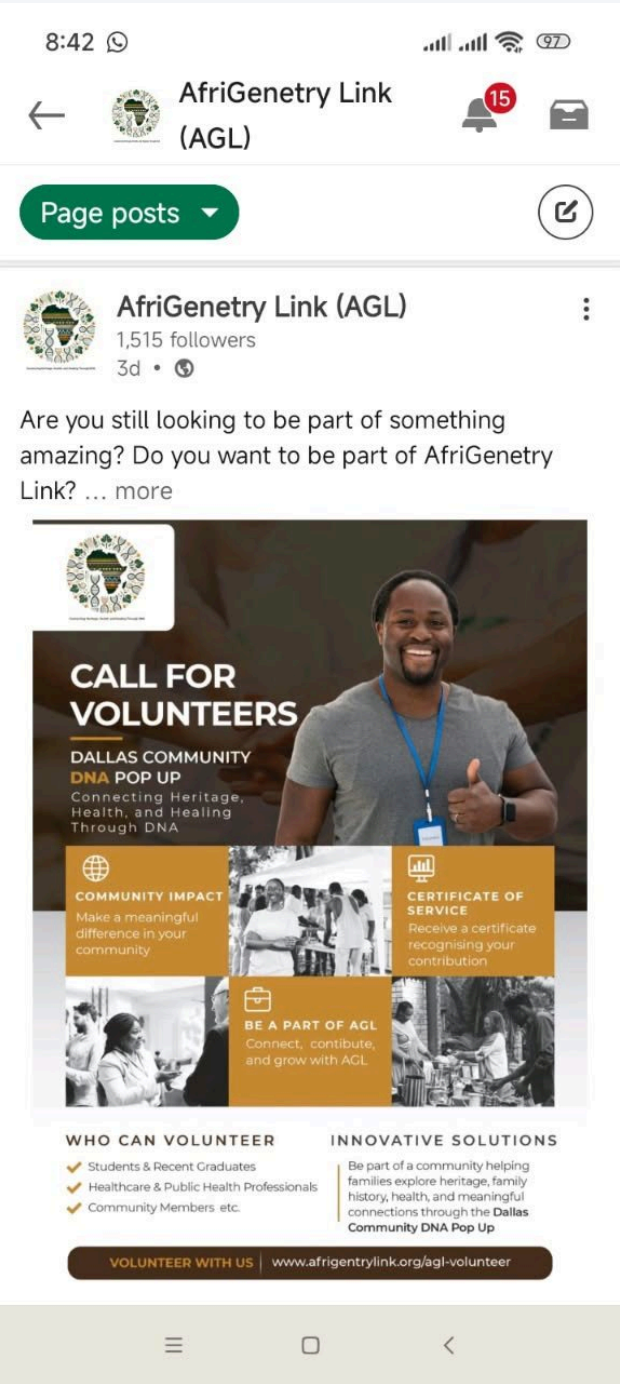
084 / 127 submitted screenshots

09

Mobile channel evidence

Additional submitted profile, content and analytics views retained as individual supporting records.

LinkedIn mobile publishing



WORK DEMONSTRATED

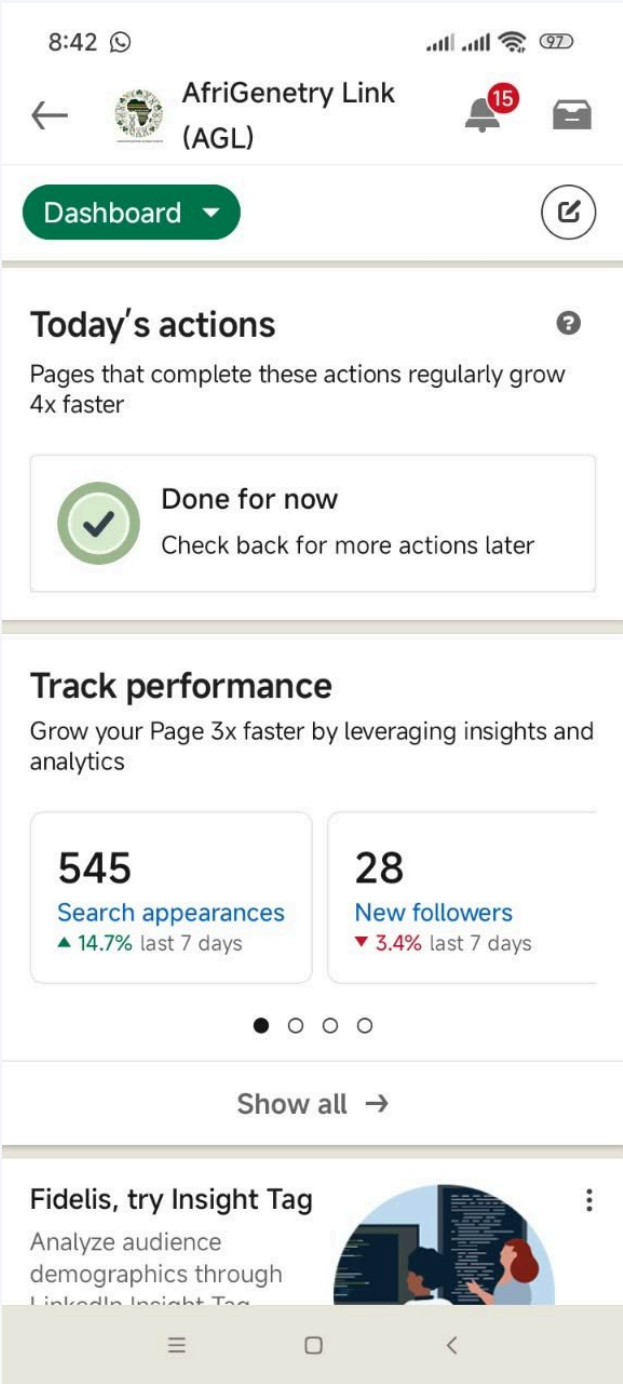
The mobile post view records distribution of volunteer recruitment materials.

EVIDENCE RECORD

112 / 127 submitted screenshots

WhatsApp Image 2026-10-14 at 8.44.46 AM (1).jpeg

LinkedIn mobile dashboard



WhatsApp Image 2026-10-14 at 8.44.46 AM (2).jpeg

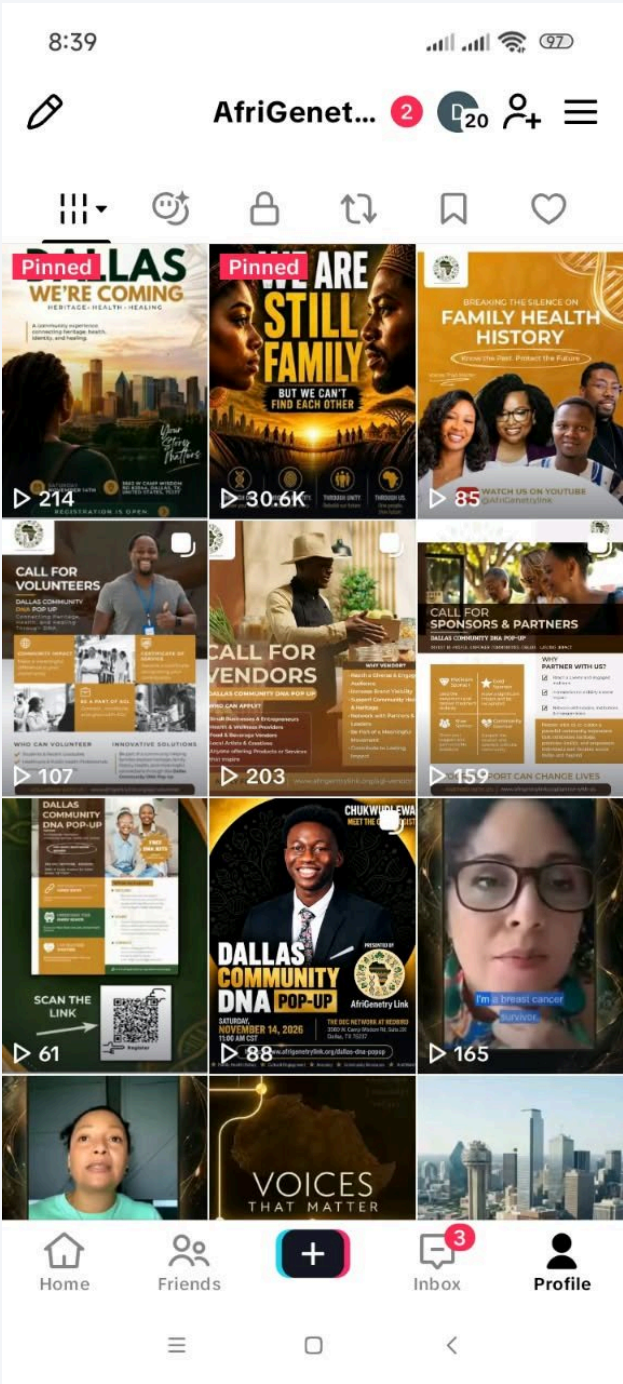
WORK DEMONSTRATED

The mobile dashboard supports review of page activity and performance.

EVIDENCE RECORD

113 / 127 submitted screenshots

Instagram content grid / view 1



WORK DEMONSTRATED

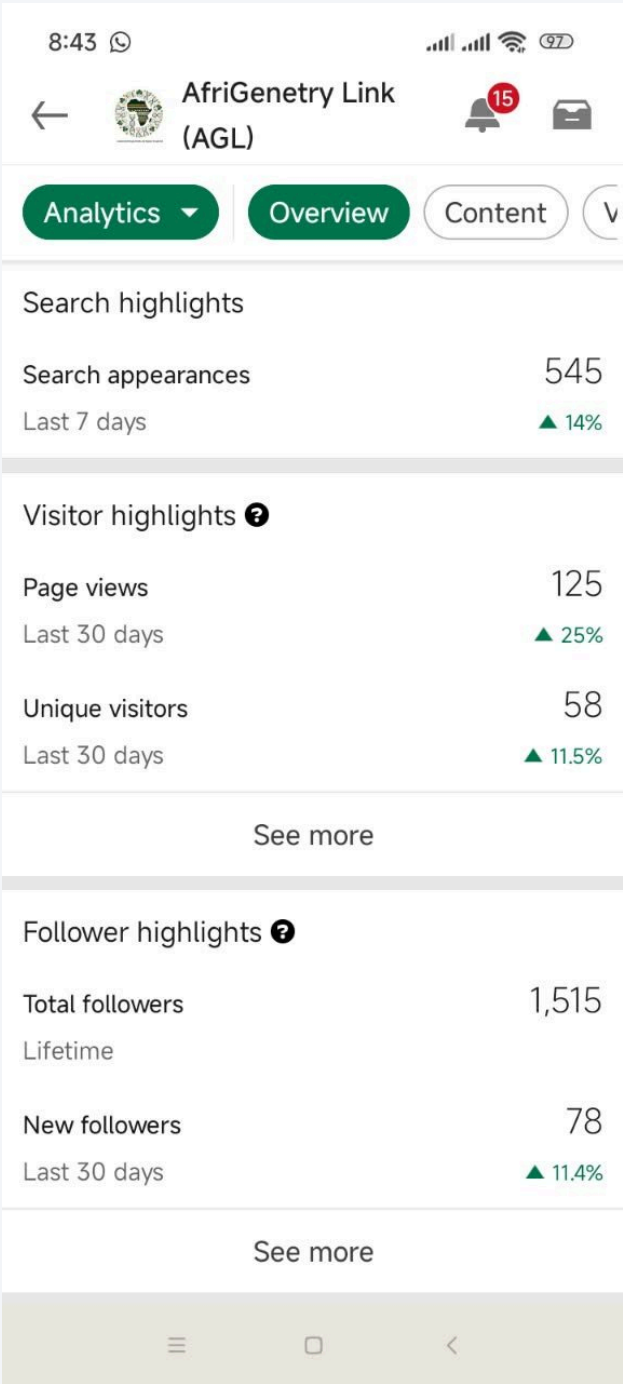
The content grid provides a visual record of campaign creatives and publishing consistency.

EVIDENCE RECORD

114 / 127 submitted screenshots

WhatsApp Image 2026-10-14 at 8.44.46 AM (3).jpeg

LinkedIn mobile analytics



WhatsApp Image 2026-10-14 at 8.44.46 AM.jpeg

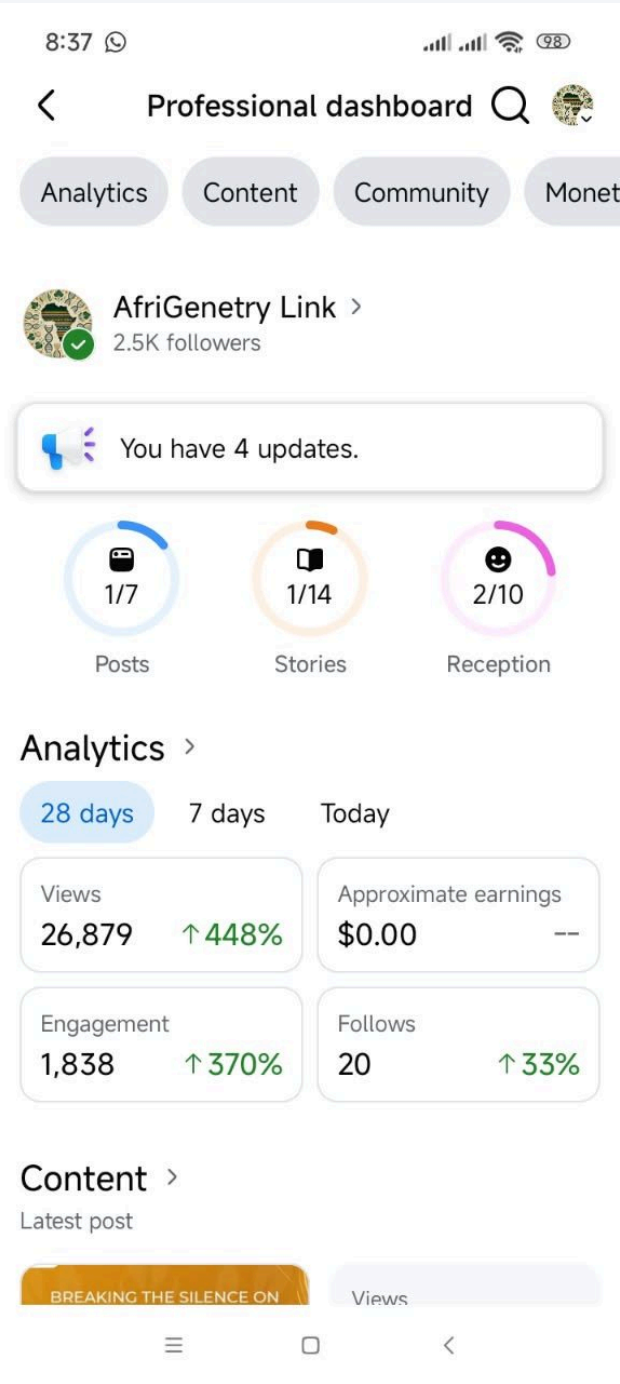
WORK DEMONSTRATED

The analytics view preserves audience and follower indicators as displayed.

EVIDENCE RECORD

115 / 127 submitted screenshots

Facebook mobile dashboard



WORK DEMONSTRATED

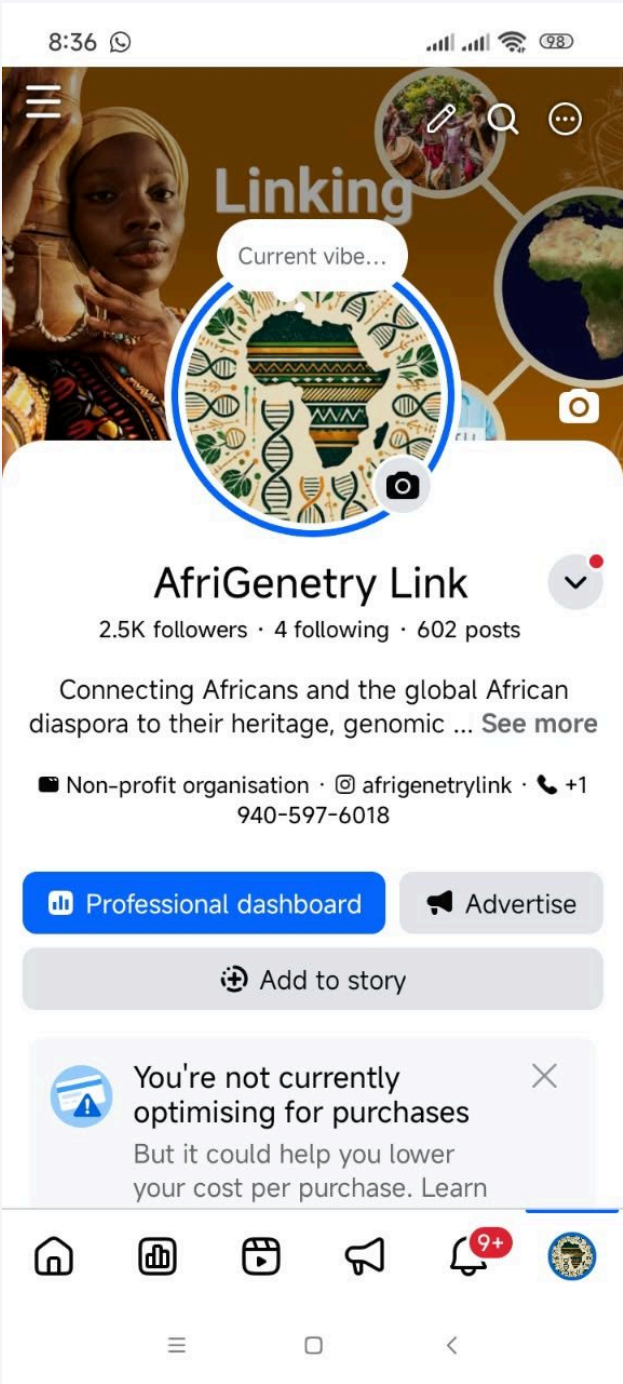
The mobile dashboard records page management and performance monitoring.

EVIDENCE RECORD

116 / 127 submitted screenshots

WhatsApp Image 2026-10-14 at 8.44.47 AM (1).jpeg

Facebook mobile profile



WhatsApp Image 2026-10-14 at 8.44.47 AM (2).jpeg

WORK DEMONSTRATED

The mobile page view documents branding and public-facing profile presentation.

EVIDENCE RECORD

117 / 127 submitted screenshots

Instagram content grid / view 2



WORK DEMONSTRATED

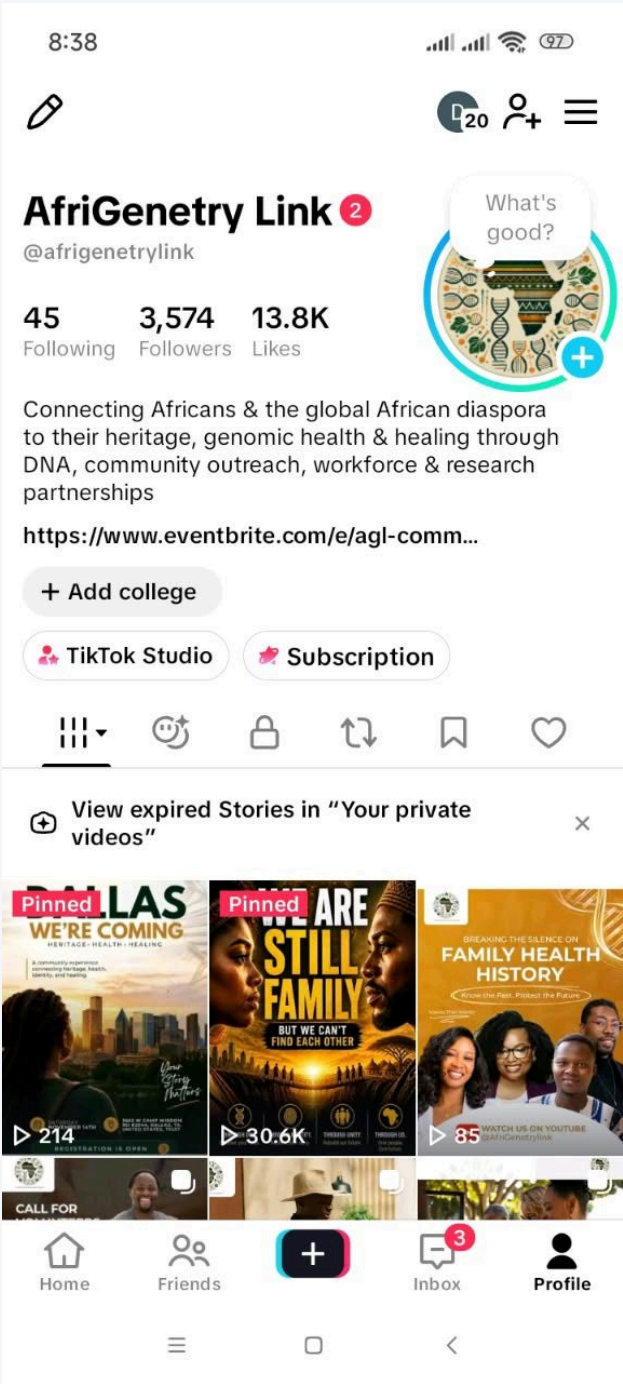
The second grid view preserves an additional screenshot of the published creative library.

EVIDENCE RECORD

118 / 127 submitted screenshots

WhatsApp Image 2026-10-14 at 8.44.47 AM (3).jpeg

TikTok mobile profile



WhatsApp Image 2026-10-14 at 8.44.47 AM.jpeg

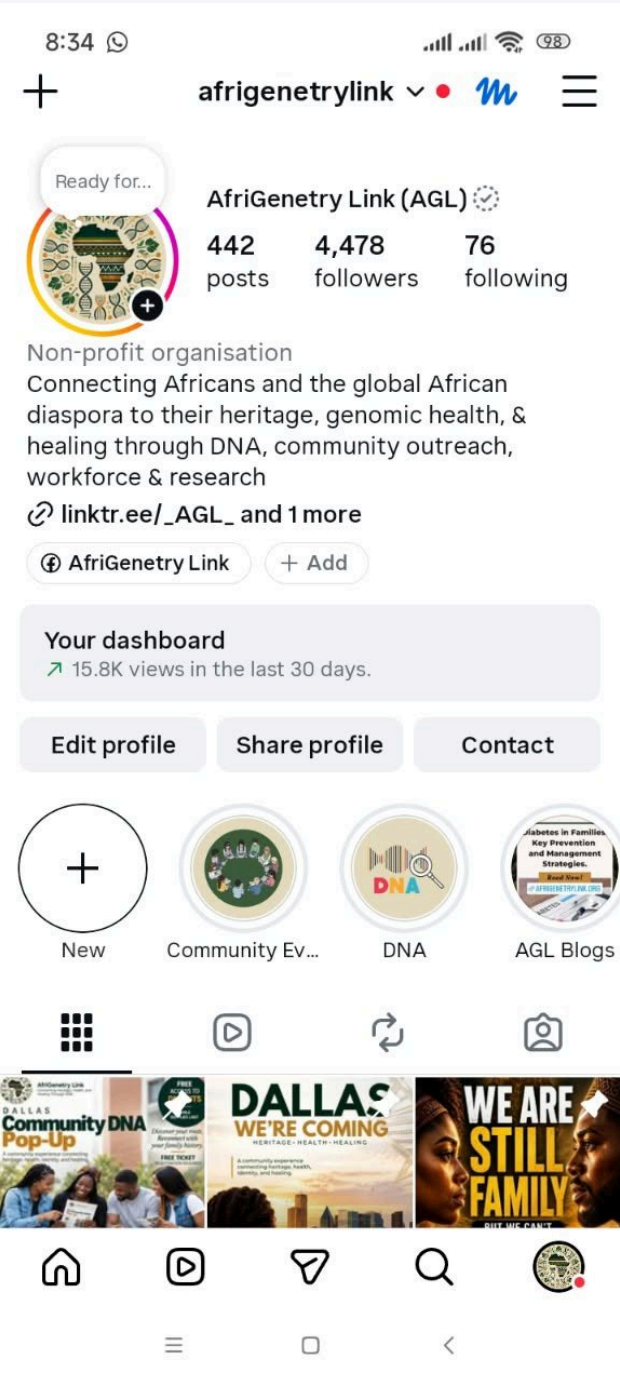
WORK DEMONSTRATED

The mobile profile documents account presentation, audience indicators and published videos.

EVIDENCE RECORD

119 / 127 submitted screenshots

Instagram mobile profile



WhatsApp Image 2026-10-14 at 8.44.48 AM.jpeg

WORK DEMONSTRATED

The profile view records the account bio, highlights, brand presentation and published content.

EVIDENCE RECORD

120 / 127 submitted screenshots

10

Complete original portfolio

All 51 original pages follow, including existing client work, proof, certifications and selected feedback.

DIGITAL MARKETING & SEO SPECIALIST

FIDELIS OKORO

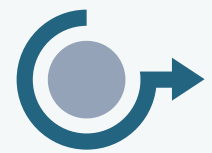
PROFESSIONAL PORTFOLIO

Search. Strategy. Measurable Growth.

SEO • Paid media • Analytics •
Content • AI Search • Growth strategy

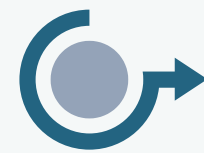


Portfolio guide



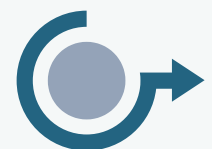
Search and website

AfriGenetry Link search work and an ongoing Elites Solar SEO program.



Acquisition and campaigns

Meta and Google ads work, content, email and social execution.



Strategy and operations

Approved CHAISE marketplace strategies and Veksra founder work.



Credentials and contact

Capabilities, tools, certifications, selected feedback and direct contact.

Professional profile

I am a digital marketing and SEO specialist who helps organizations become easier to find and better at turning attention into meaningful action.

My work begins with the audience and the business goal: I examine search demand, website experience, and campaign data, then create a detailed marketing strategy and set priorities a team can actually execute.

I have worked across SEO, paid advertising, AI Search, content, social media, email, website optimization, and reporting.

I founded Veksra to bring that same practical approach to businesses investing in search visibility. I value clear communication, useful measurement, and work that connects marketing activity to real decisions.

Founder of Veksra. Based in Nigeria and available for remote collaboration.



Core capabilities

SEO and search visibility

Technical audits, crawl and indexability, on-page improvements, keyword intent, local SEO, internal links and AI search assessment.

Paid media and lead generation

Meta and Google Ads, campaign structure, audience and creative testing, budget allocation and tracking.

Analytics and conversion

GA4, Search Console, GTM, dashboards, reporting and landing page diagnosis.

Content and strategy

Campaign planning, social and email content, go-to-market plans, editorial calendars and website management.

Selected experience



Digital marketing, search, campaign publishing, newsletters and community support for a US nonprofit.



Paid ads management and a 90-day SEO growth program / Website optimization for a Nigerian solar business.



Approved acquisition, activation and content strategies for an African freelance marketplace.



Founder project building an SEO agency; a separate website and digital presence audit.

AfriGenetry Link & FOREVER LEGAL | SEO diagnosis

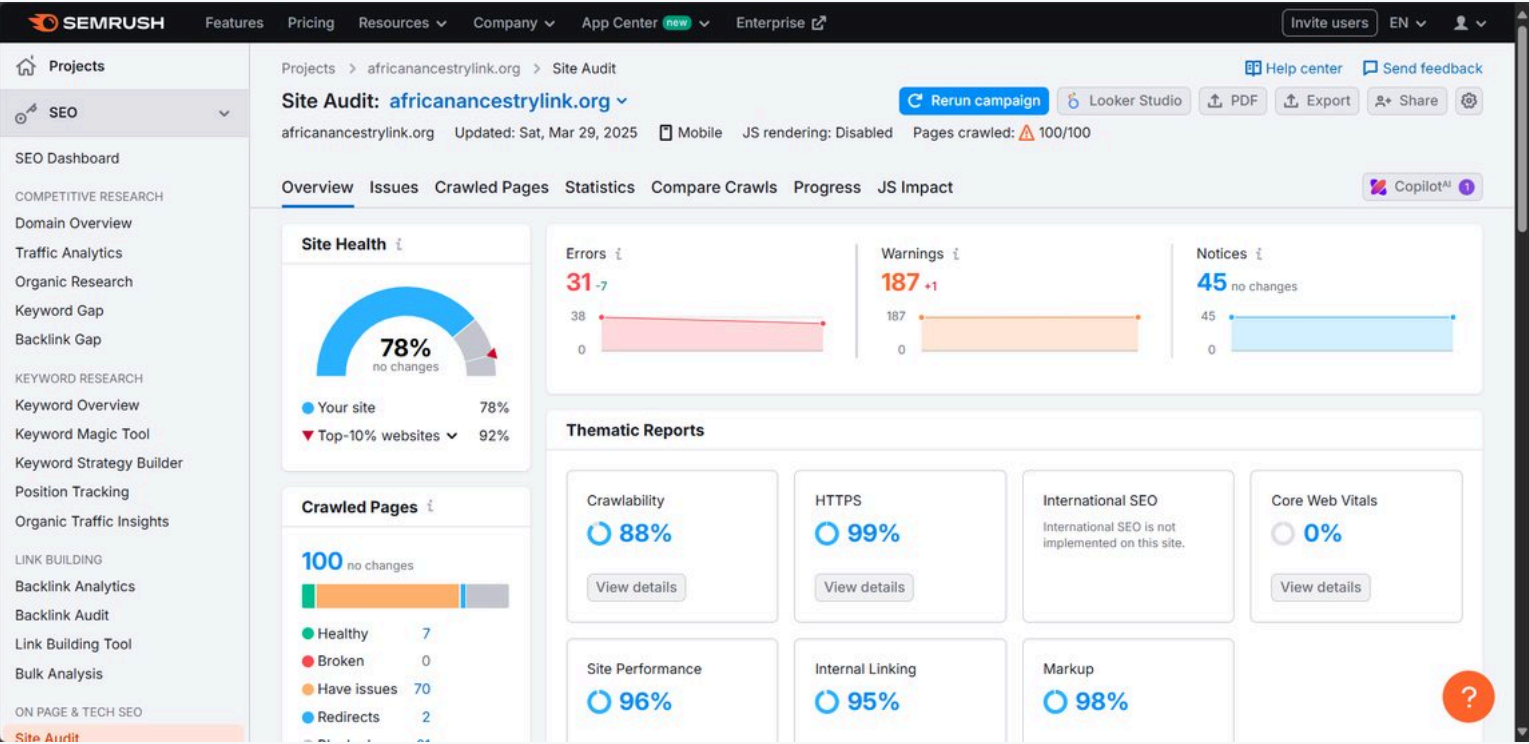
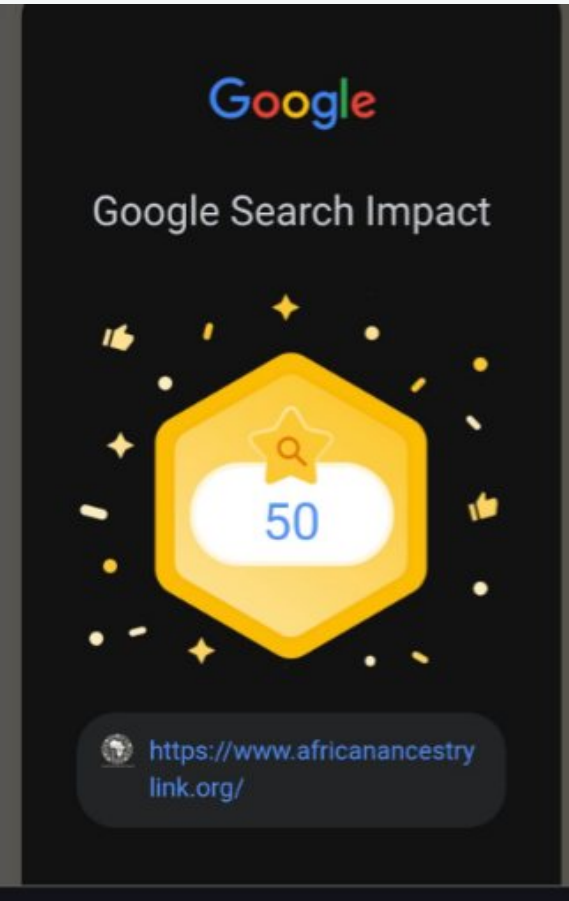
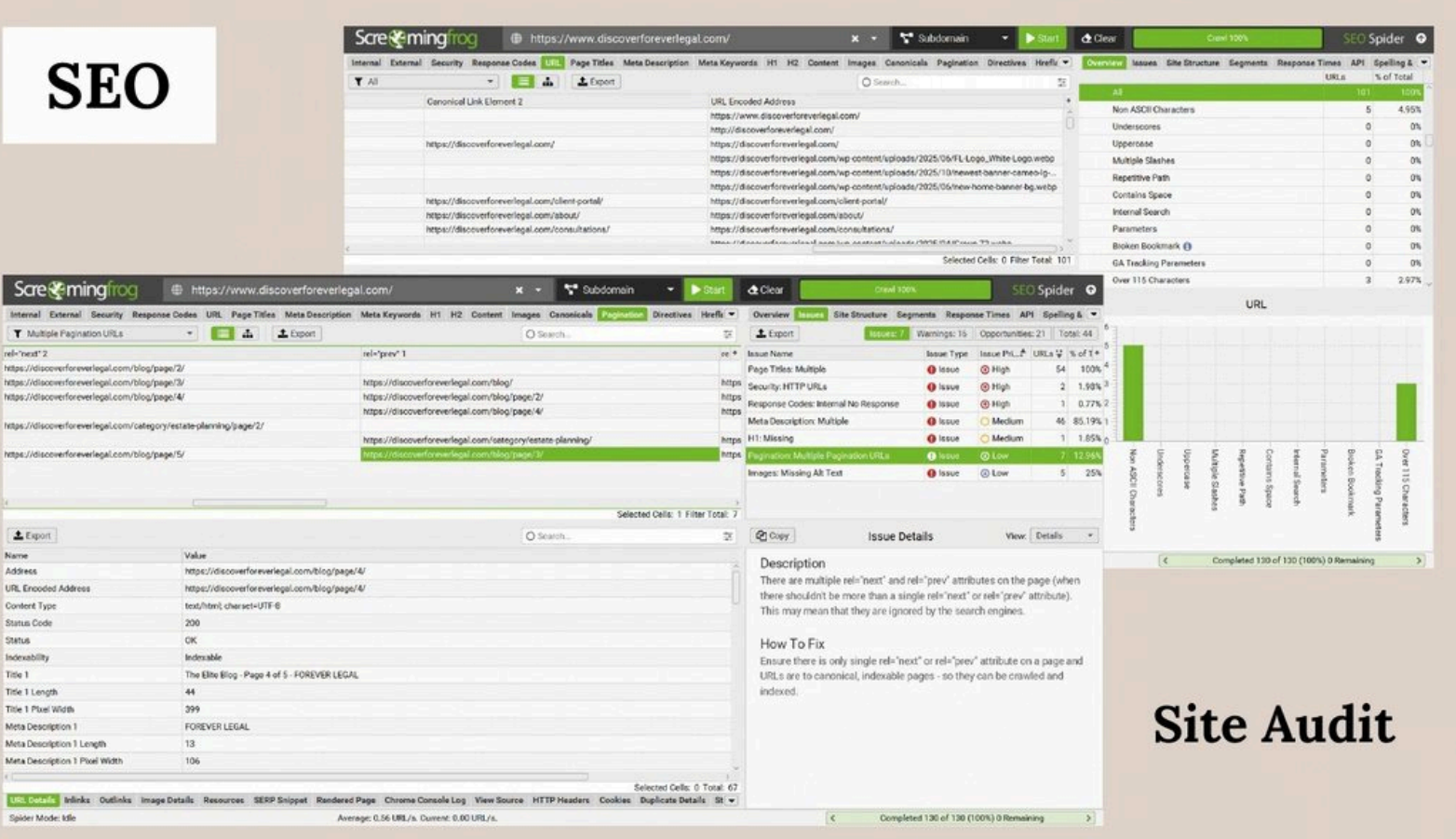
Problem and role

Review site health, search visibility and discoverability. My work includes audits, keyword research and website improvements.

Evidence

This screenshot includes Screaming Frog, site audits, and Search Console examples.

AfriGenetry Link Site Audit

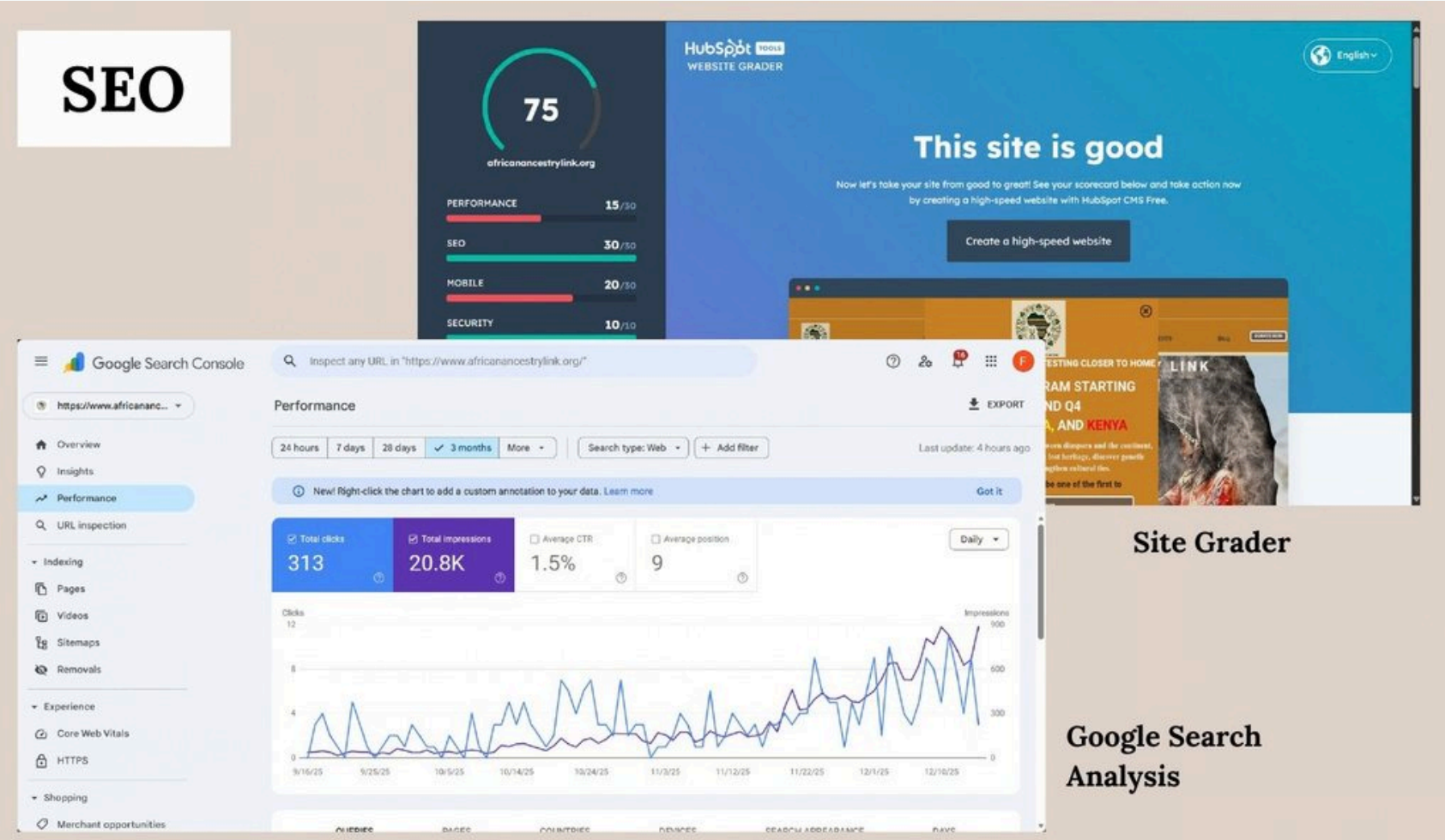
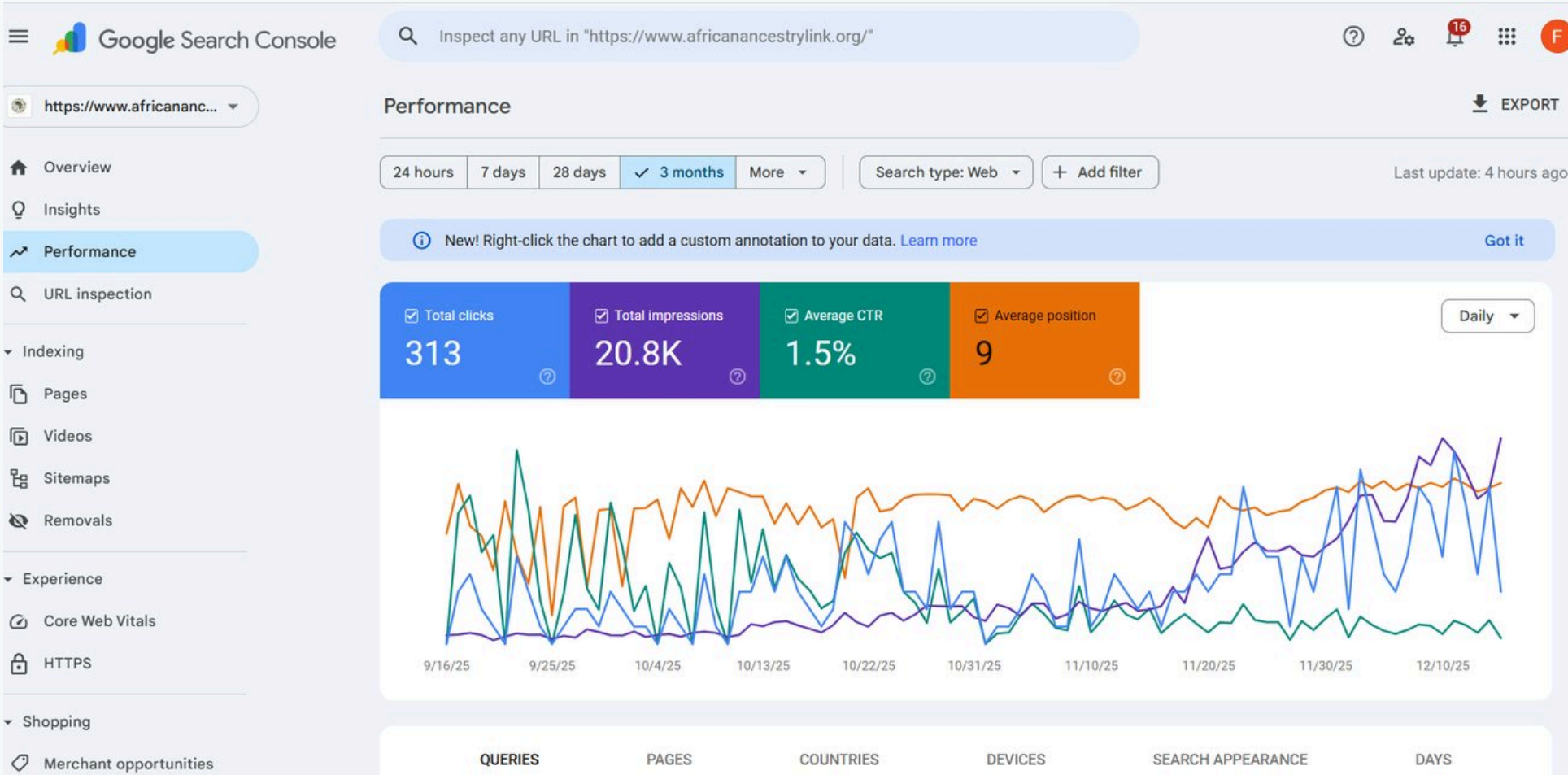


Site Audit

AfriGenetry Link | search measurement

Search Console analysis

Inspect queries and page performance to identify technical and content priorities. Pair search data with a specific page or issue before recommending a change.



AfriGenetry Link | keyword Research/Analysis

Keyword analysis

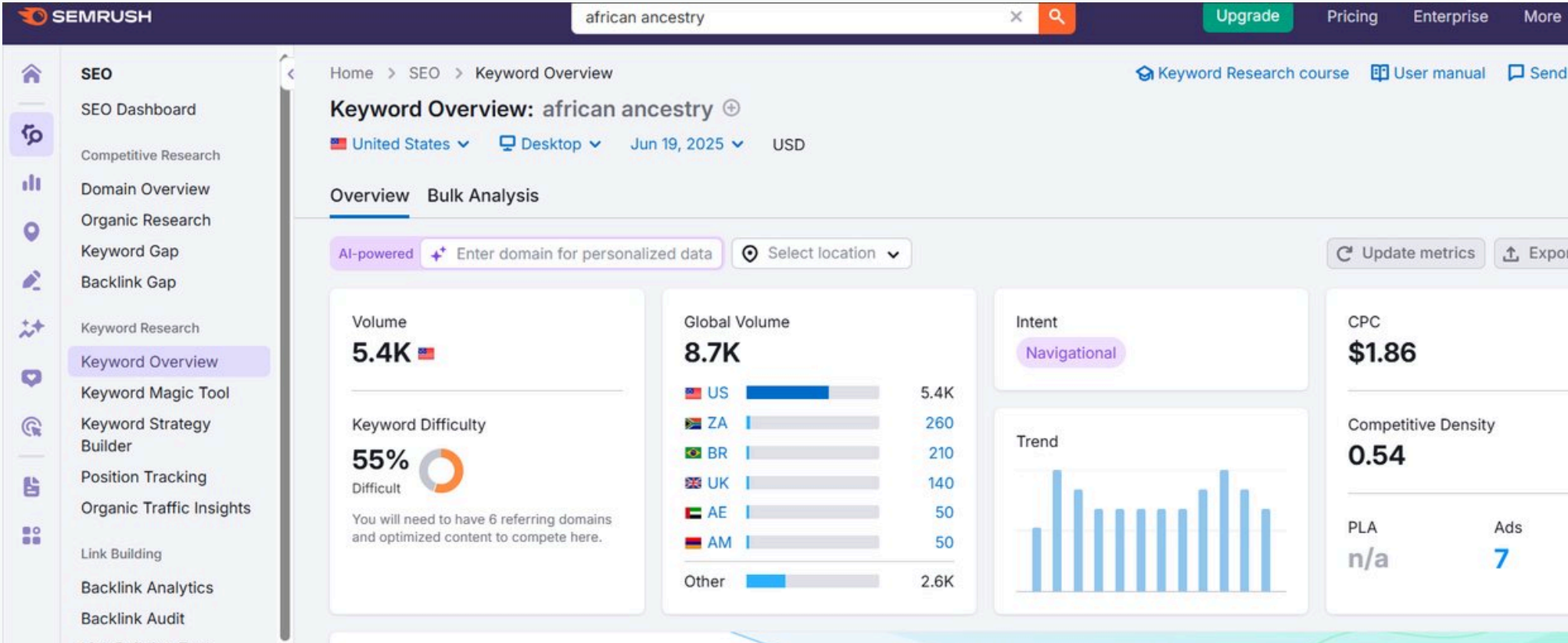
Detailed research of keywords and search queries using Ahrefs and Semrush to identify content priorities.

Keyword ideas for “dna health”

The first 20 keywords out of 275

Phrase match / Questions

Keyword	KD ⁱ	Volume [↓]	Updated ⁱ
dna health testing	Hard	>1000	3 March
dna health	Hard	>100	25 February
dna health test	Hard	>100	24 February
dna health bpc 157	Easy	>100	24 February
dna health test	Hard	>100	21 February
afriGenetry dna health	Hard	>100	22 February
health analysis	Hard	>100	25 February



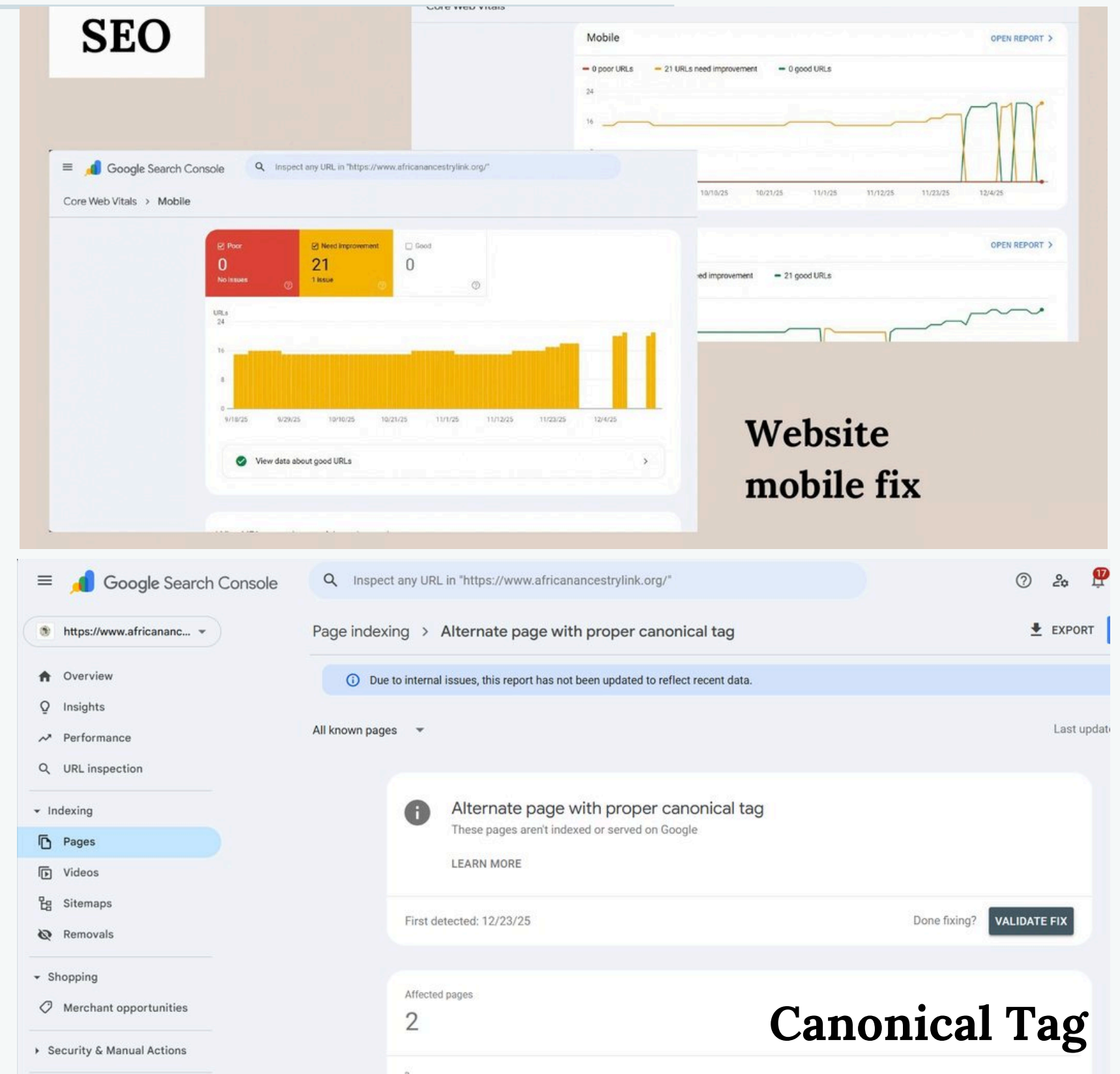
AfriGenetry Link | technical and on-page work

Areas addressed

Mobile usability, canonical tags, search appearance, page-level optimization and content relevance.

How to read this work

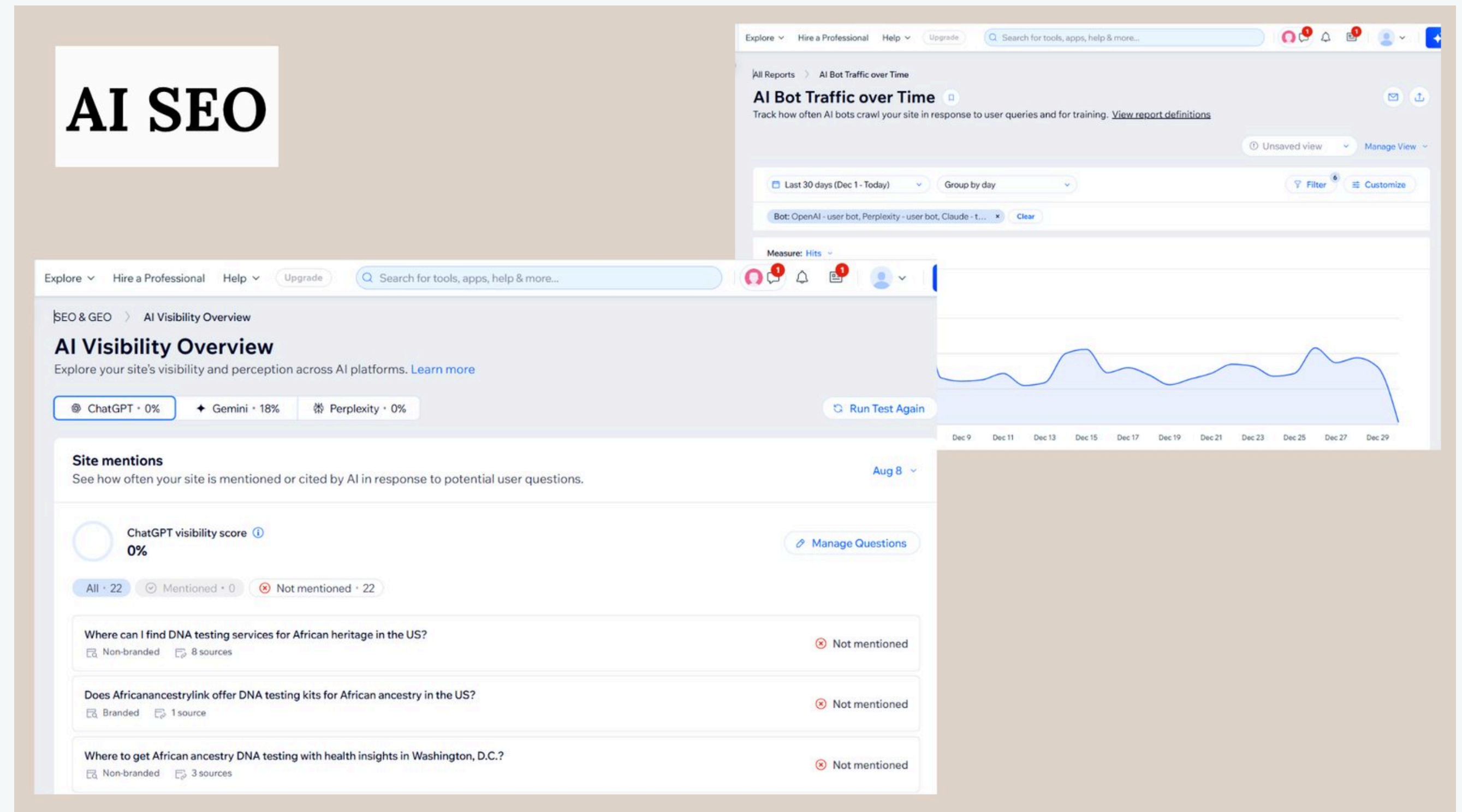
The example on the right is a snapshot of site and Search Console views. It documents a diagnosis, not a before-and-after outcome.



AfriGenetry Link | AI Search Visibility

Areas addressed

AI visibility, Traffic overtime, AI search analysis.



AfriGenetry Link | Cross-Platform Paid Media Management

GOOGLE ADS

Managed Google Ads activity and monitored account-level trends across campaigns, ads and conversion reporting. The screenshots demonstrate substantial reach and ongoing optimization activity.

META ADS

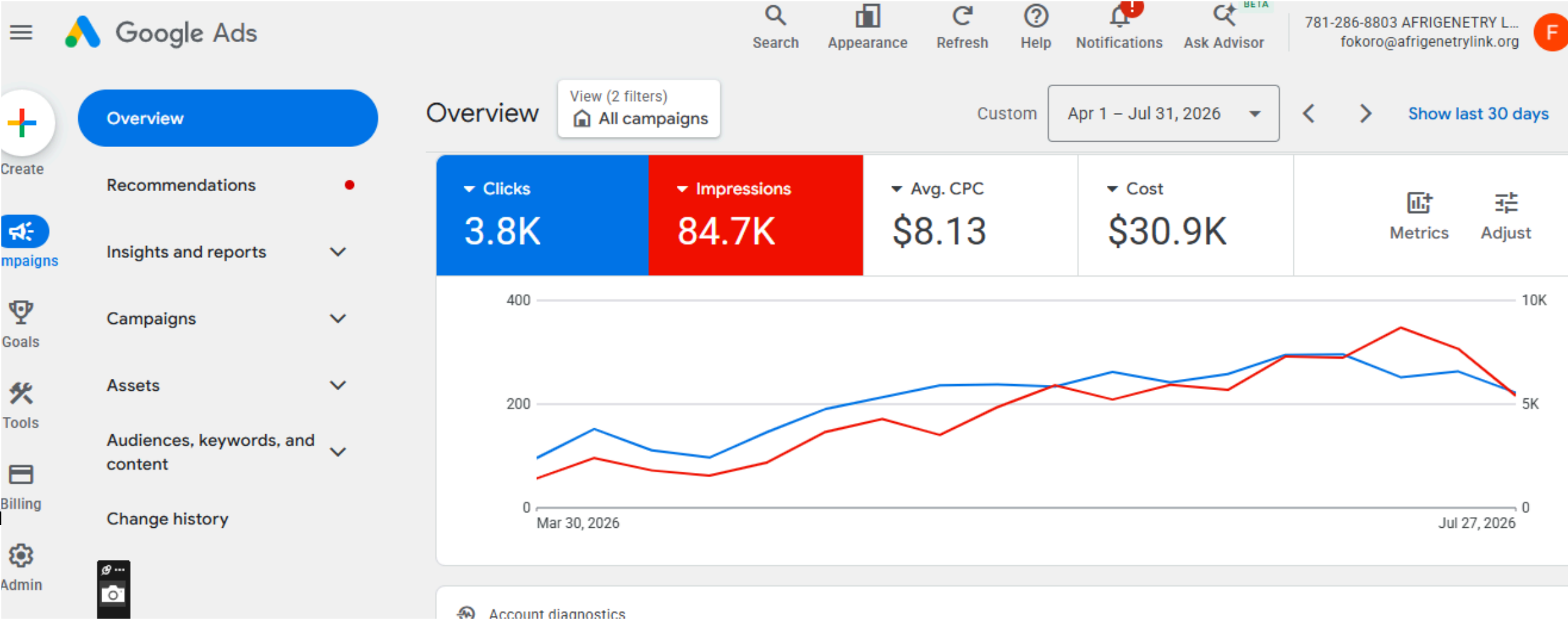
Managed Facebook and Instagram campaigns supporting the Dallas Community DNA Pop-Up, including campaign structure, audience delivery and creative-level performance monitoring.

EVENTBRITE ADS

Used Eventbrite's paid social tools to promote the Dallas event, test audience segments and turn paid traffic into event registrations.

Role demonstrated: paid media execution • campaign monitoring • audience segmentation • performance analysis • event acquisition

Account Performance & Scale



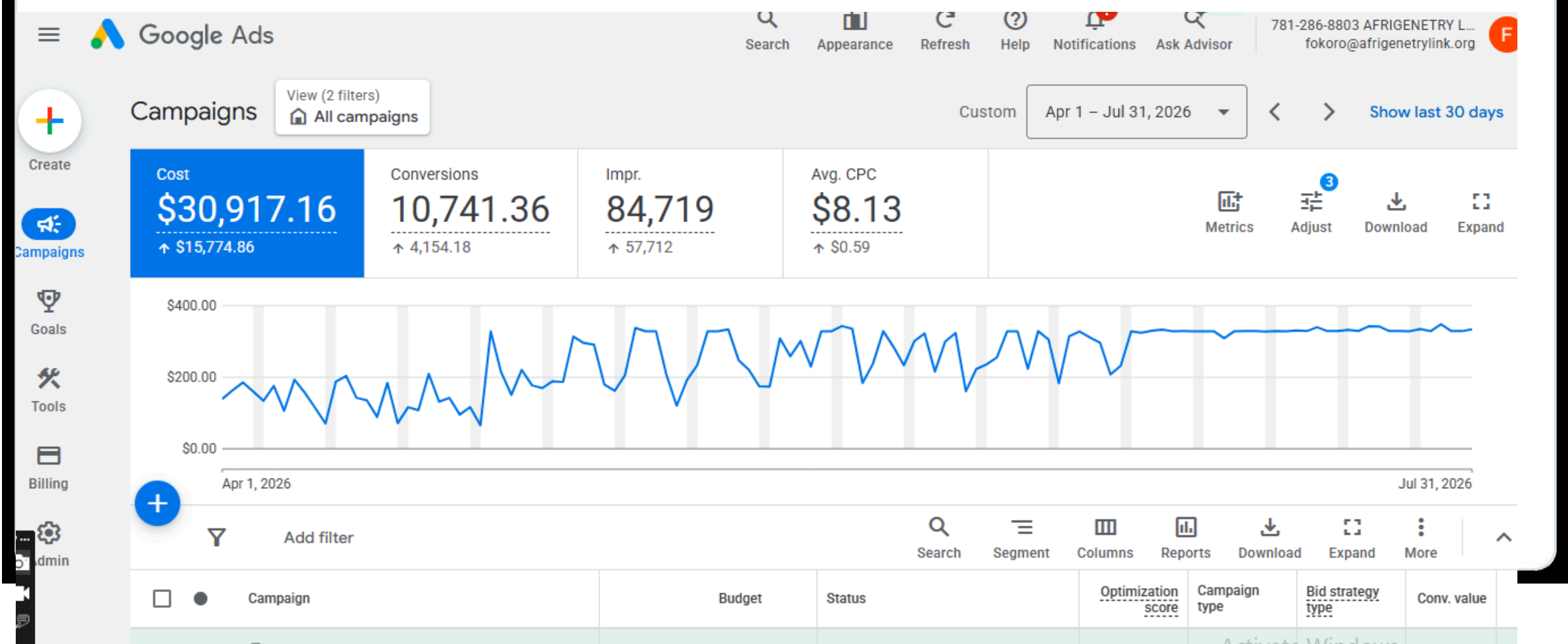
WHAT THE DATA SHOWS

The account generated approximately 84.7K impressions and 3.8K clicks during the selected period, with \$30.9K in platform-reported cost. The trend line shows traffic and visibility scaling across the period.

MY MANAGEMENT FOCUS

Monitored account performance, campaign delivery and cost efficiency; reviewed traffic trends and used campaign-level reporting to guide ongoing optimization and budget decisions.

Campaign & Conversion Management



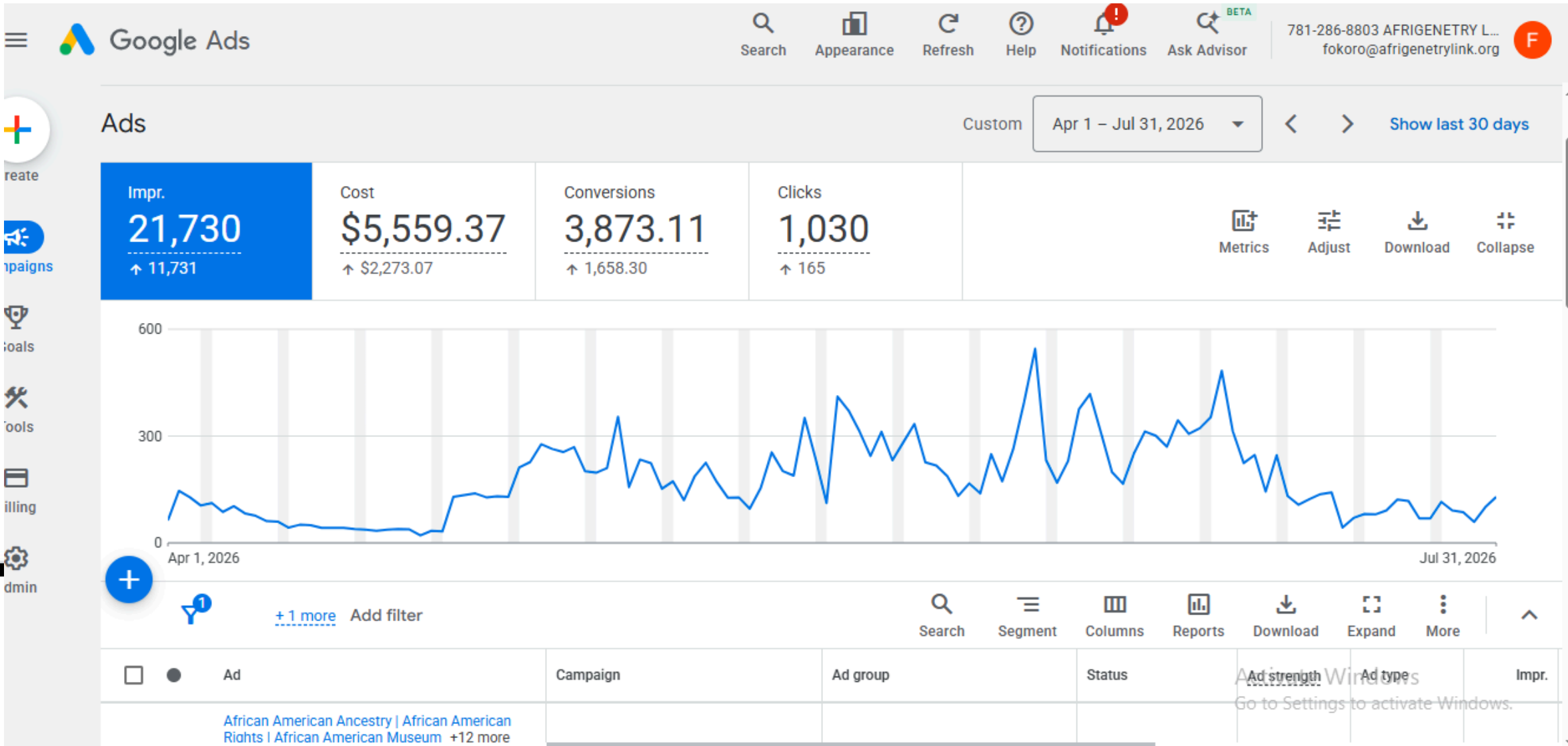
CAMPAIGN PERFORMANCE

The campaign view reports \$30,917.16 in cost, 84,719 impressions and 10,741.36 platform-reported conversions. This demonstrates active management at campaign level rather than passive account access.

OPTIMIZATION WORK

Reviewed campaign status, budget, bidding and conversion performance while tracking changes over time. Performance reporting was used to identify where delivery was growing and where further optimization was needed.

Ad-Level Performance Review



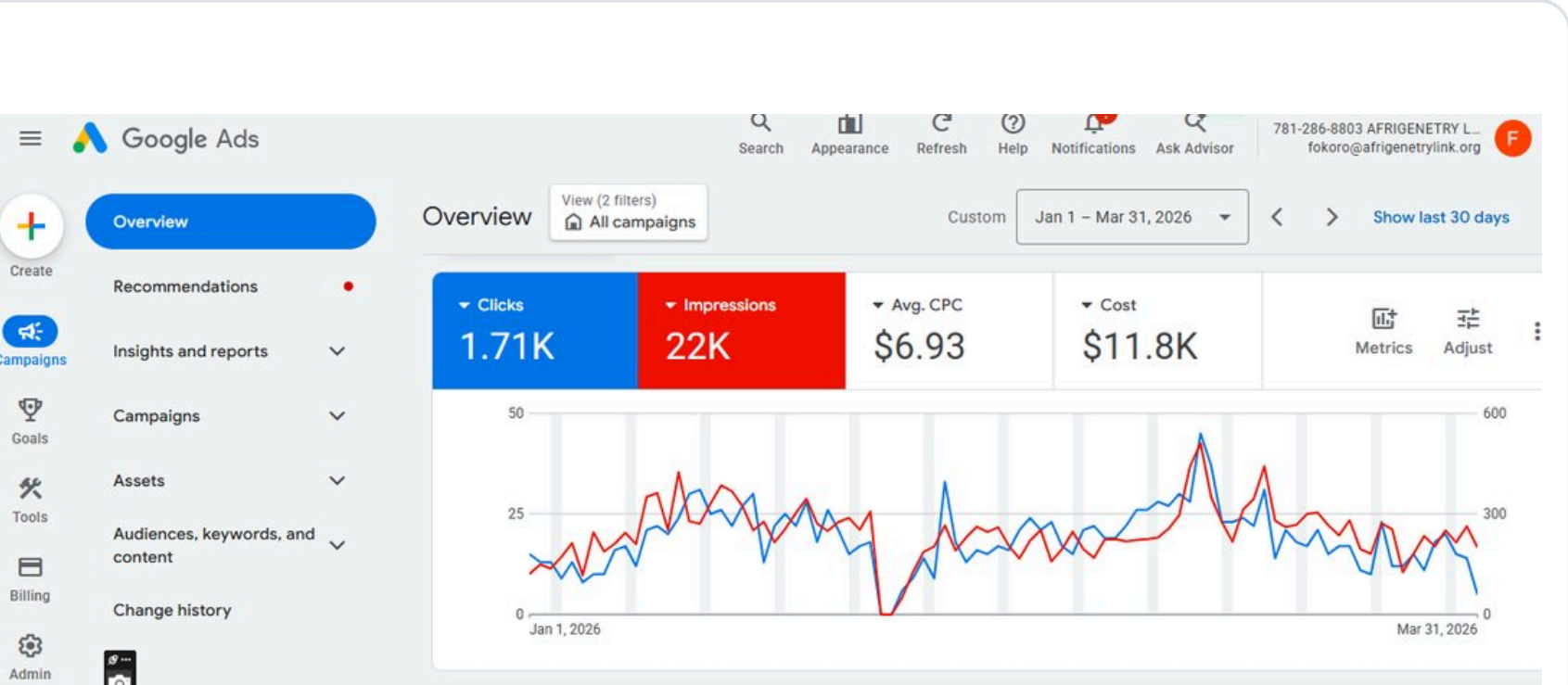
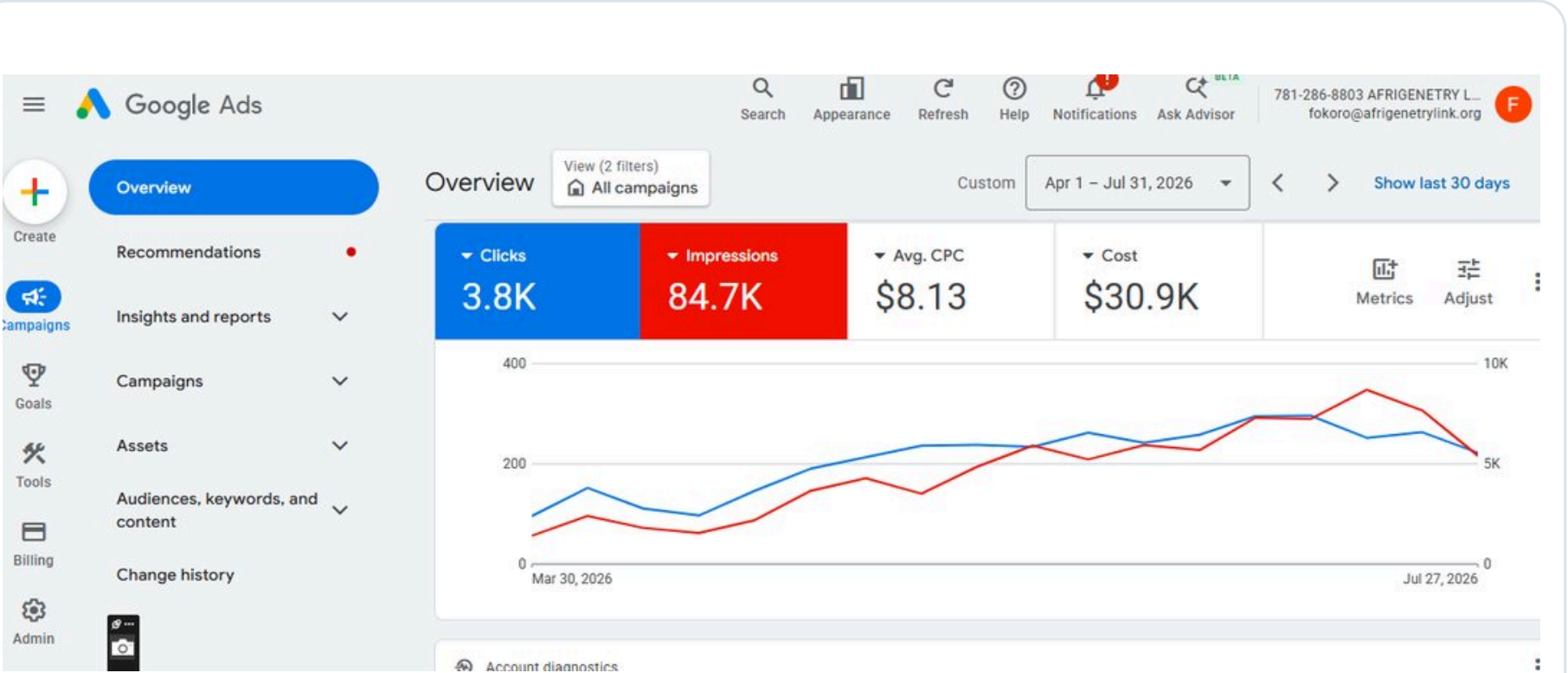
AD-LEVEL VISIBILITY

The ad view shows 21,730 impressions, 1,030 clicks and 3,873.11 platform-reported conversions for the selected reporting view, allowing individual ad performance to be reviewed beyond campaign totals.

WHY IT MATTERS

Working at ad level makes it possible to compare message delivery, identify stronger assets and connect optimization decisions to actual campaign performance.

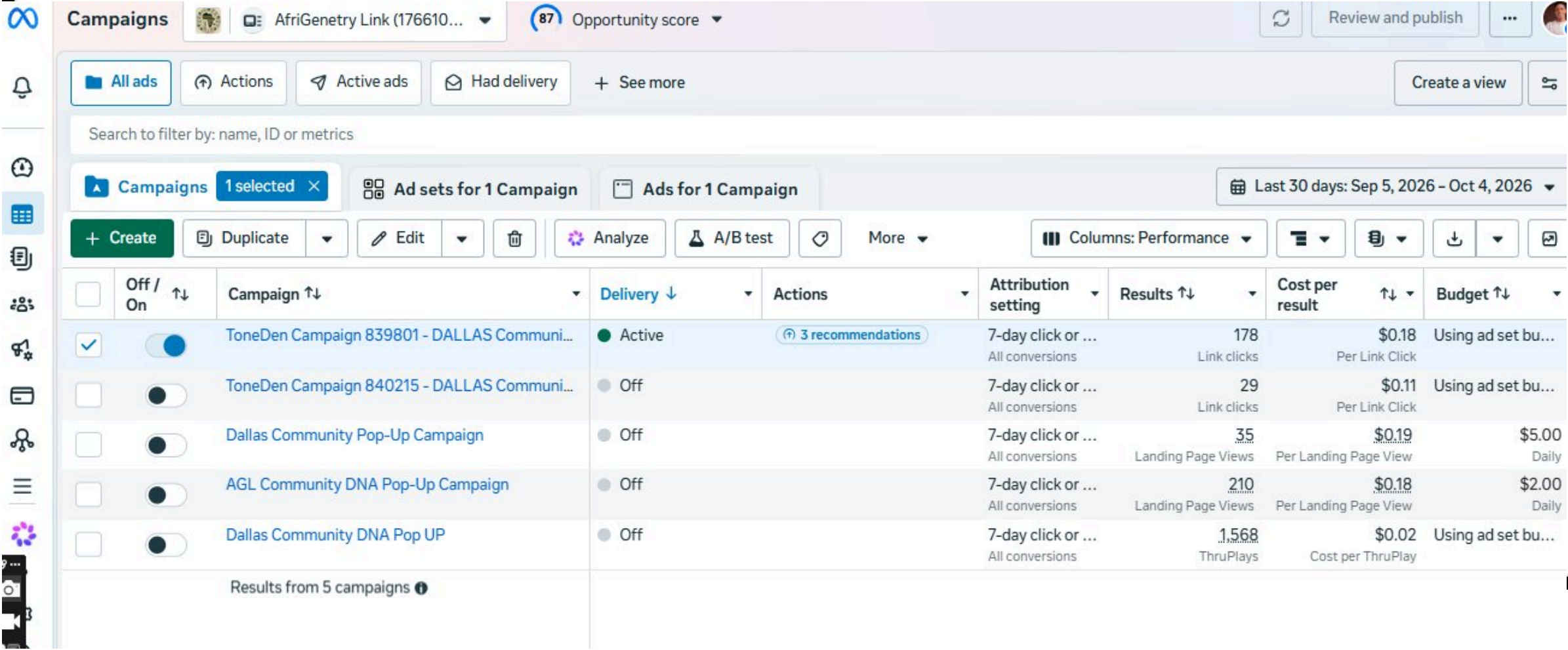
Performance Growth Over Time



PERFORMANCE STORY

The January - March view shows 22K impressions and 1.71K clicks, while the April - July view shows 84.7K impressions and approximately 3.8K clicks. The latter period reflects substantially greater visibility and traffic volume. Because the date ranges differ, this is best presented as directional growth rather than a like-for-like percentage comparison.

Campaign Management for Dallas Pop-Up



The screenshot shows the Meta Ads interface with the 'Campaigns' tab selected. The top navigation bar includes 'All ads', 'Actions', 'Active ads', 'Had delivery', and 'See more'. A search bar is present below the navigation. The main table lists five campaigns, with the first one, 'ToneDen Campaign 839801 - DALLAS Communi...', being active. The table columns include 'Off / On', 'Campaign', 'Delivery', 'Actions', 'Attribution setting', 'Results', 'Cost per result', and 'Budget'. The 'Results' column shows metrics like 'Link clicks' and 'Landing Page Views'. The 'Cost per result' column shows values like '\$0.18' and '\$0.19'. The 'Budget' column shows values like '\$5.00' and '\$2.00'.

Off / On	Campaign	Delivery	Actions	Attribution setting	Results	Cost per result	Budget
☒	ToneDen Campaign 839801 - DALLAS Communi...	Active	3 recommendations	7-day click or ... All conversions	178 Link clicks	\$0.18 Per Link Click	Using ad set bu...
☐	ToneDen Campaign 840215 - DALLAS Communi...	Off		7-day click or ... All conversions	29 Link clicks	\$0.11 Per Link Click	Using ad set bu...
☐	Dallas Community Pop-Up Campaign	Off		7-day click or ... All conversions	35 Landing Page Views	\$0.19 Per Landing Page View	\$5.00 Daily
☐	AGL Community DNA Pop-Up Campaign	Off		7-day click or ... All conversions	210 Landing Page Views	\$0.18 Per Landing Page View	\$2.00 Daily
☐	Dallas Community DNA Pop UP	Off		7-day click or ... All conversions	1,568 ThruPlays	\$0.02 Cost per ThruPlay	Using ad set bu...

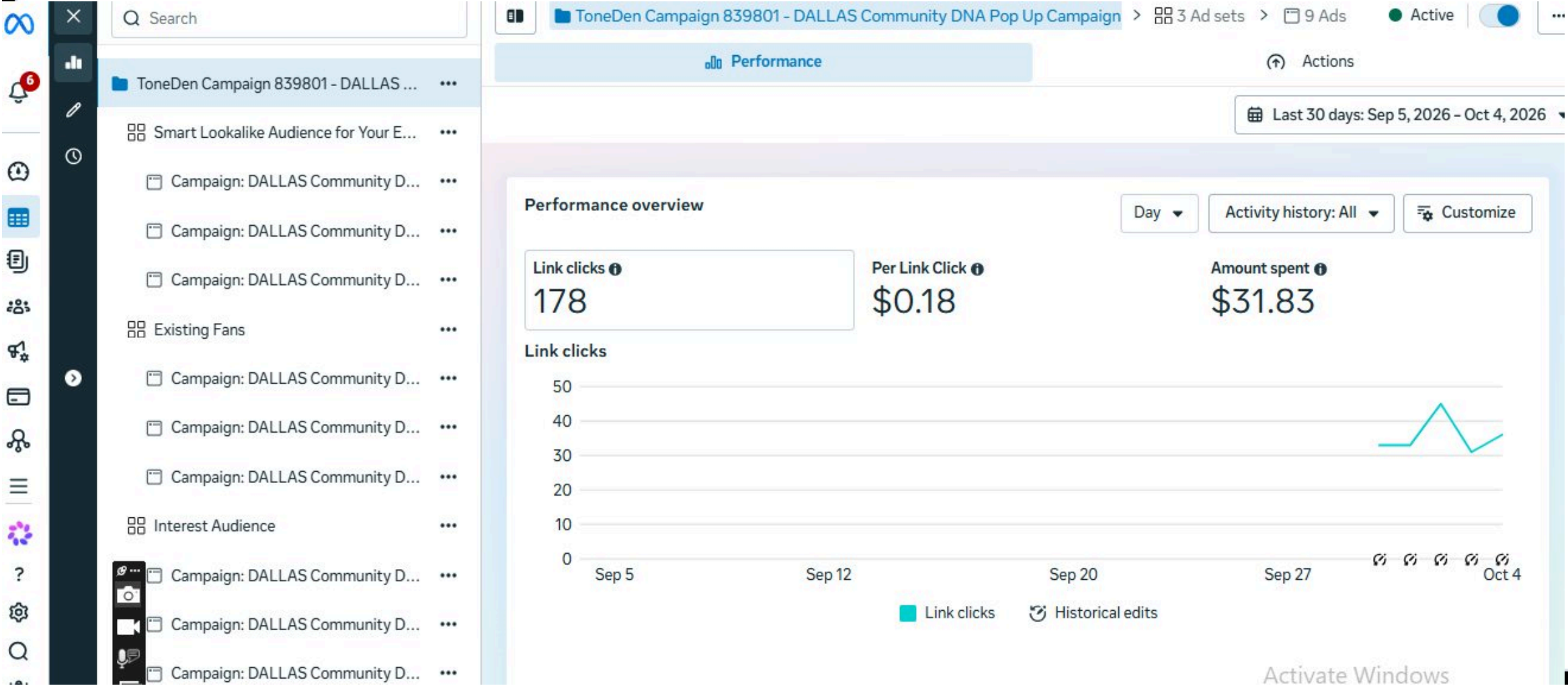
CAMPAIGN STRUCTURE

Managed multiple Dallas Community DNA Pop-Up campaigns with different optimization goals, including link clicks, landing-page views and video engagement.

PERFORMANCE CONTROL

Campaigns were actively switched on or off as needed, with cost per result and delivery reviewed to determine which campaign paths deserved continued spend.

Traffic Efficiency & Audience Delivery



TRAFFIC RESULT

The selected campaign generated 178 link clicks at \$0.18 per link click from \$31.83 in spend, demonstrating low-cost traffic acquisition during the reporting period.

AUDIENCE APPROACH

The campaign structure includes Smart Lookalike, Existing Fans and Interest Audience segments, showing a mix of prospecting and warm-audience targeting rather than relying on one audience pool.

Creative-Level Performance Monitoring

< All...

Untitled

AfriGenetry Link

1 Ad ac...

You have unsaved changes
Data refreshed less than 1 minute ago

Save

Refresh

Share

Export

...

Had delivery

Search to filter by name, ID or metrics

This month: Oct 1, 2026 - Oct 5, 2026

Pivot table

Ungroup breakdowns

Reset column widths

Format

Customize

Account name	Campaign name	Ad name	Reach	Impressions	Frequency	Amount spent	CPC (all)	CPM (cost per 1,000 impressions)	CTR (all)
AfriGenetry Link	All	All	3,767	6,036	1.60	\$38.86	\$0.12	\$6.44	5.33%
	ToneDen Campaign 8398...	All	2,850	4,370	1.53	\$28.97	\$0.13	\$6.63	5.22%
		Campaign: DALLAS Co...	711	796	1.12	\$8.94	\$0.14	\$11.23	7.79%
		Campaign: DALLAS Co...	746	844	1.13	\$8.55	\$0.12	\$10.13	8.41%
		Campaign: DALLAS Co...	625	660	1.06	\$6.47	\$0.15	\$9.80	6.67%
		Campaign: DALLAS Co...	617	1,075	1.74	\$4.13	\$0.10	\$3.84	3.81%
		Campaign: DALLAS Co...	419	935	2.23	\$0.43	\$0.14	\$0.46	0.32%
		Campaign: DALLAS Co...	34	36	1.06	\$0.21	\$0.04	\$5.83	13.89%
Total results 31 / 31 rows display			3,767 Meta Accounts	6,036 Total	1.60 Per Meta Account	\$38.86 Total spent	\$0.12 Per Click	\$6.44 Per 1,000 Impressions	

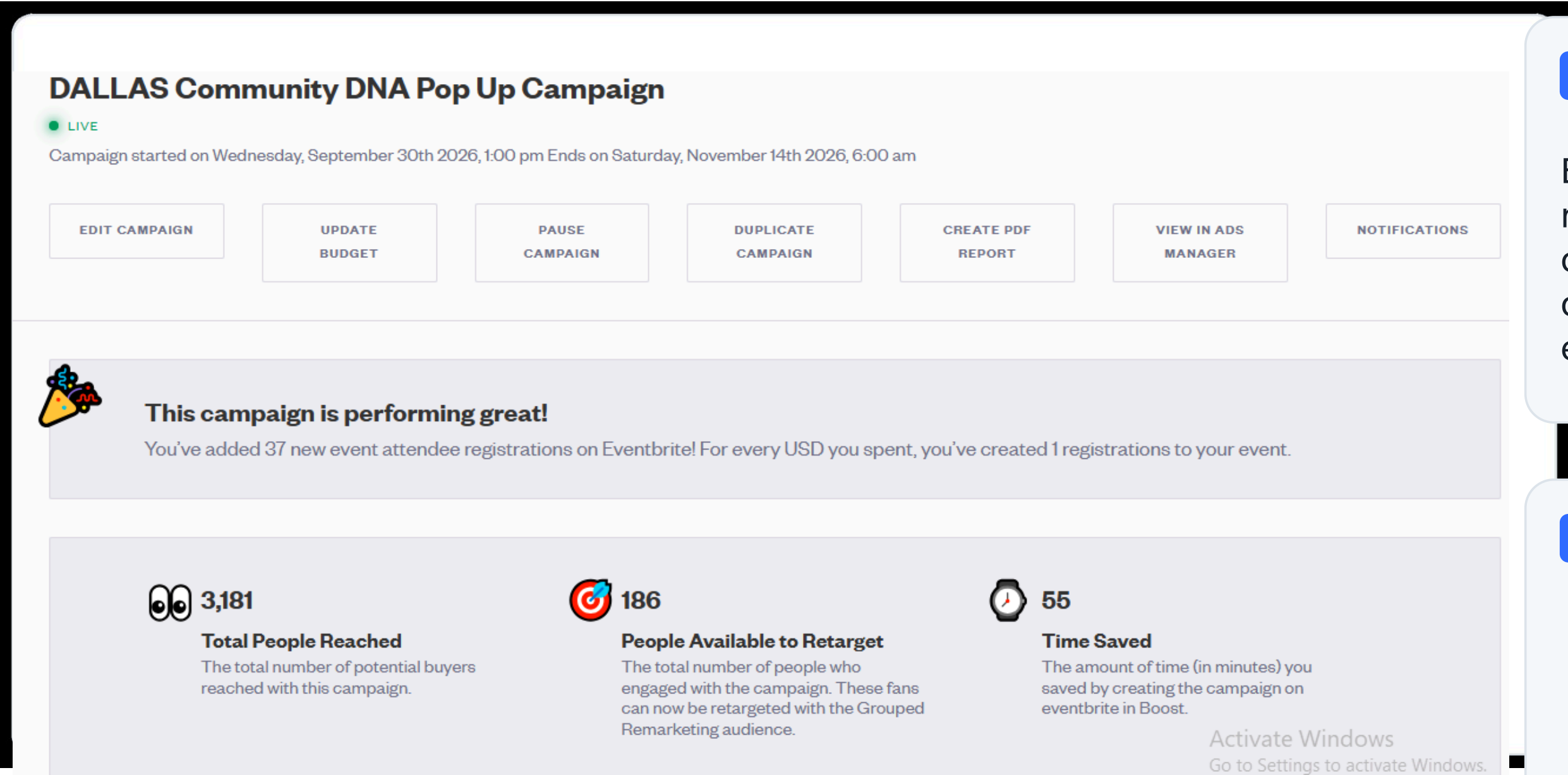
REPORTING SNAPSHOT

Across the visible reporting view, Meta shows 3,767 reach, 6,036 impressions, \$38.86 spend, \$0.12 CPC (all) and 5.33% CTR (all). Several visible ads recorded CTRs above 6%.

HOW I USED IT

Creative and audience results were compared using reach, frequency, CPC, CPM and CTR to identify efficient delivery and inform which ads or audiences should receive more attention.

Event Registration Acquisition



Audience Segmentation & Efficiency

OVERALL PERFORMANCE					
Audience Type	Spend	Reach	Clicks	Cost Per Click	Click Thru Rate
All Audiences	\$33.58	3,181	186	\$0.18	3.65%
Interest Audience	\$12.41	1,794	69	\$0.18	2.20%
Existing Fans	\$10.70	813	53	\$0.20	5.67%
Smart Lookalike Audience for Your Event	\$10.47	899	64	\$0.16	6.20%

Activate Windows

BEST VISIBLE AUDIENCE

The Smart Lookalike Audience recorded the strongest visible CTR at 6.20% and the lowest CPC at \$0.16. Existing Fans also performed strongly with a 5.67% CTR.

OPTIMIZATION INSIGHT

Audience-level reporting made it possible to compare efficiency rather than judging the campaign only by total reach. Stronger response from lookalike and existing-fan segments provided useful direction for future promotion.

Campaign Setup & Paid Social Management

Strategy

Ad Campaigns

Multi-Event Ads

Facebook & Instagram Ads

Quickly create ads that get your event in front of more people.

Live 1

Drafts 0

Scheduled 0

Search Ad Campaigns By Title

Search By Tag

FILTER

All

Live

Recently Ended

Paused

Errored

Inactive

<div>DALLAS Community DNA Pop Up Campaign</div> <div>LIVE</div>	3,181 Reached	186 Clicks	\$33.58 Amount Spent	\$0.18 Cost Per Click	3.65% Click Thru Rate	Ends in a month
<div>DALLAS Community DNA Pop Up Campaign 2</div> <div>PAUSED</div>	552 Reached	29 Clicks	\$3.15 Amount Spent	\$0.11 Cost Per Click	2.85% Click Thru Rate	Ends in a month

eventbrite

Updates

+ Upgrade

+ Create

FO Fidelis Okoro

Marketing Tools

Dashboard

Email Campaigns

SMS Campaigns

Upgrade

Social Media

Paid Social Ads

Eventbrite Ads

Instagram Growth

Promotic

Strategy

Ad Campaigns

Multi-Event Ads

Facebook & Instagram Ads

Quickly create ads that get your event in front of more people.

Select your event

We'll recommend the best campaign to run

Please wait while we load your events...

MANAGEMENT SCOPE

Set up and monitored paid social promotion from Eventbrite's marketing tools, including live campaign status, budget management and performance review. The campaign dashboard shows 3,181 reach, 186 clicks, \$33.58 spend, \$0.18 CPC and a 3.65% CTR.

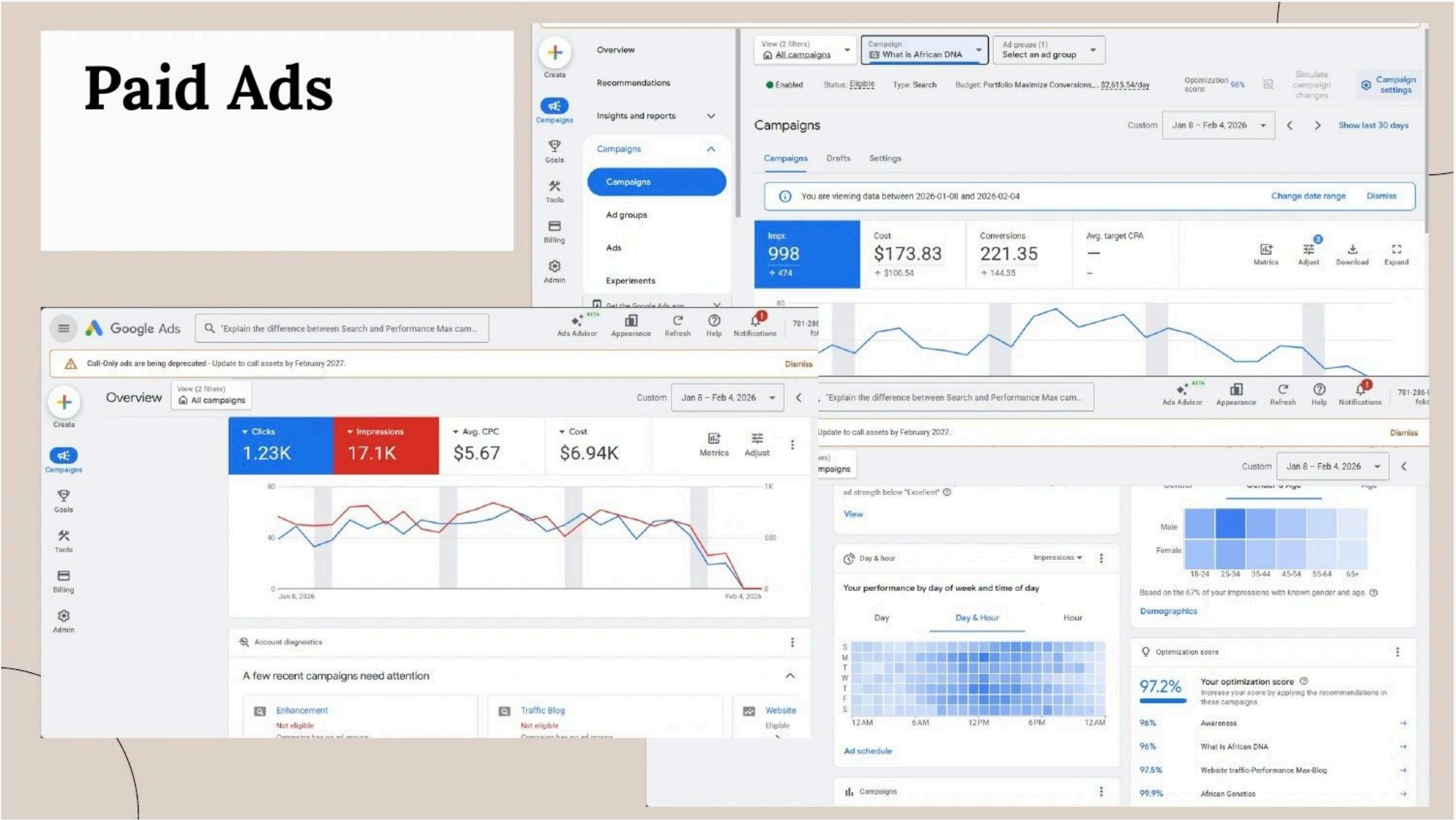
Paid advertising

Range of work

This screenshot shows paid campaign interfaces and reporting across Meta and Google Ads.

Attribution

This historical screenshot illustrates campaign experience.



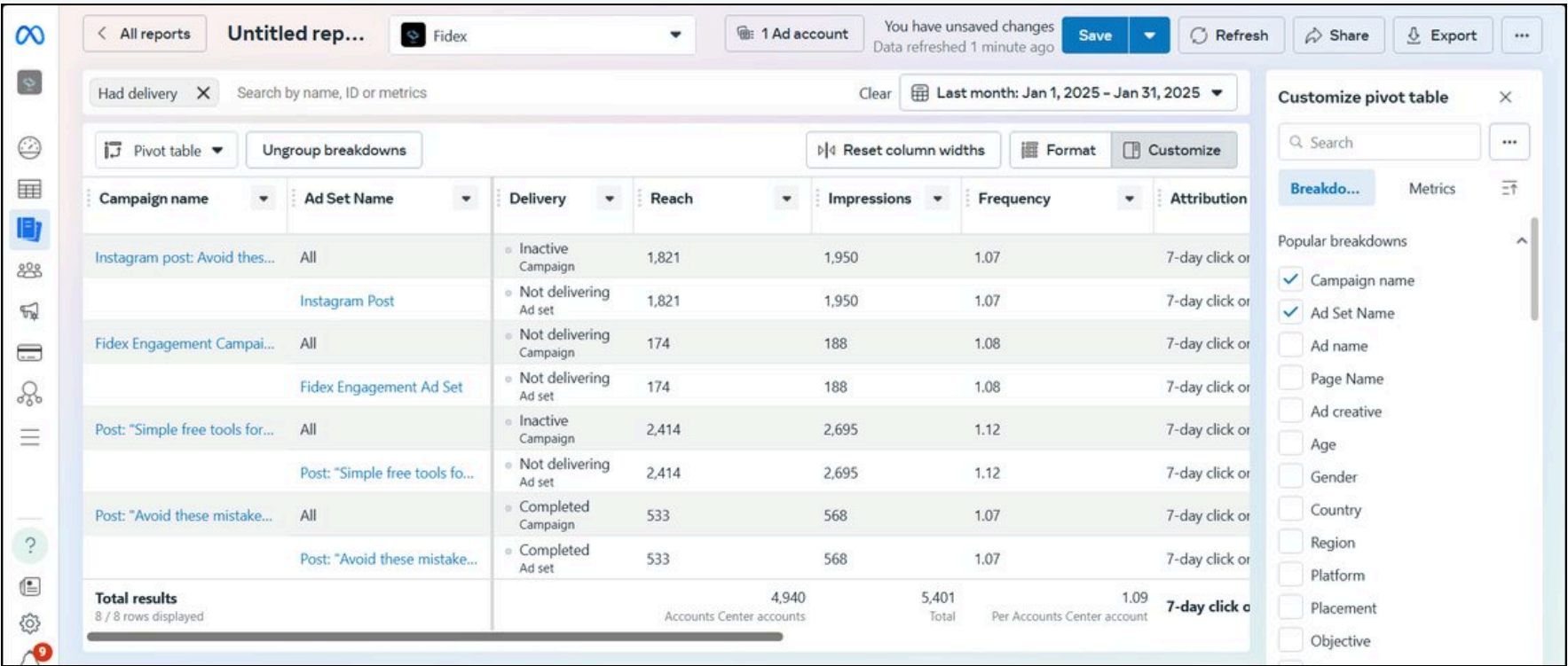
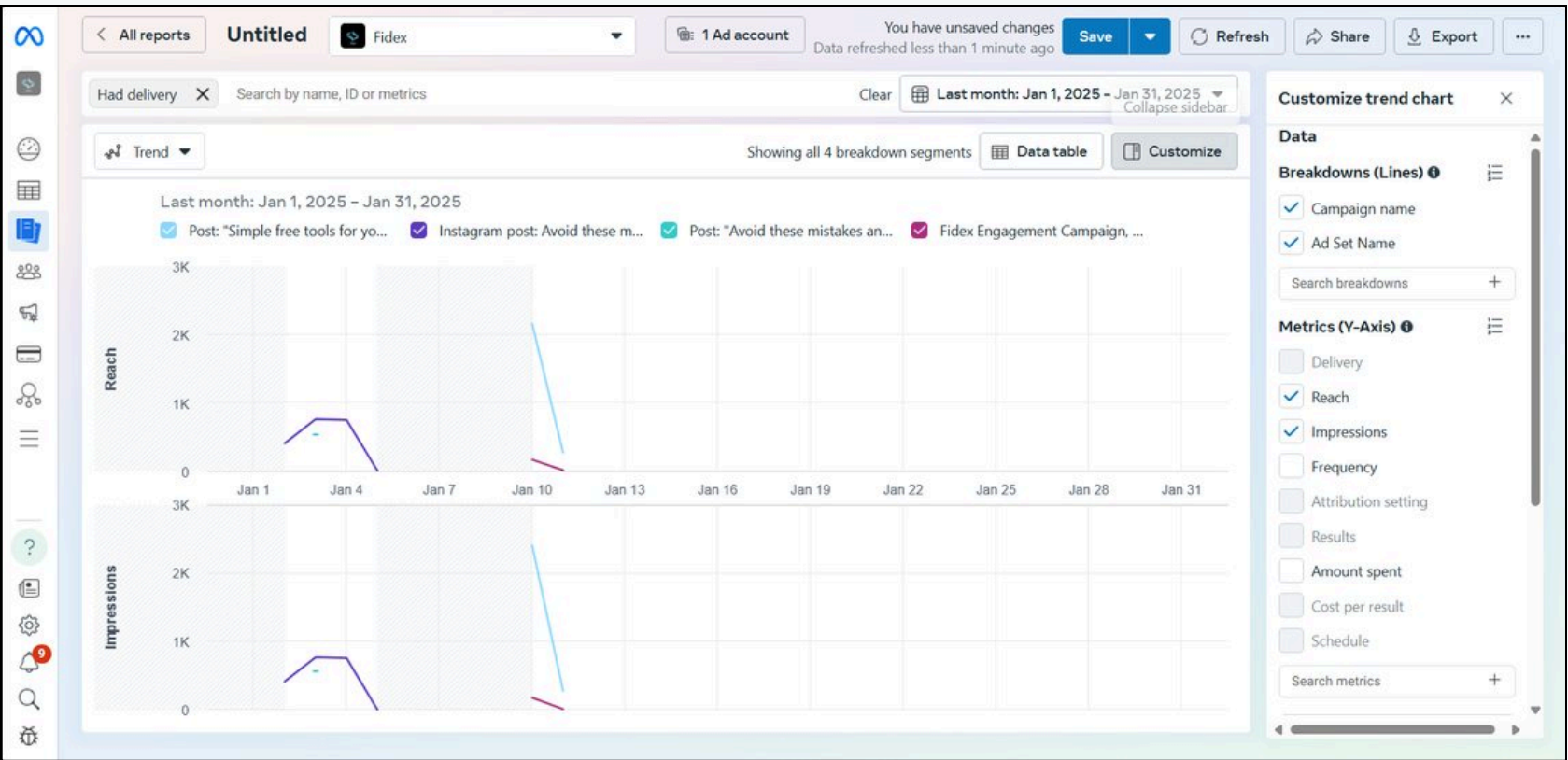
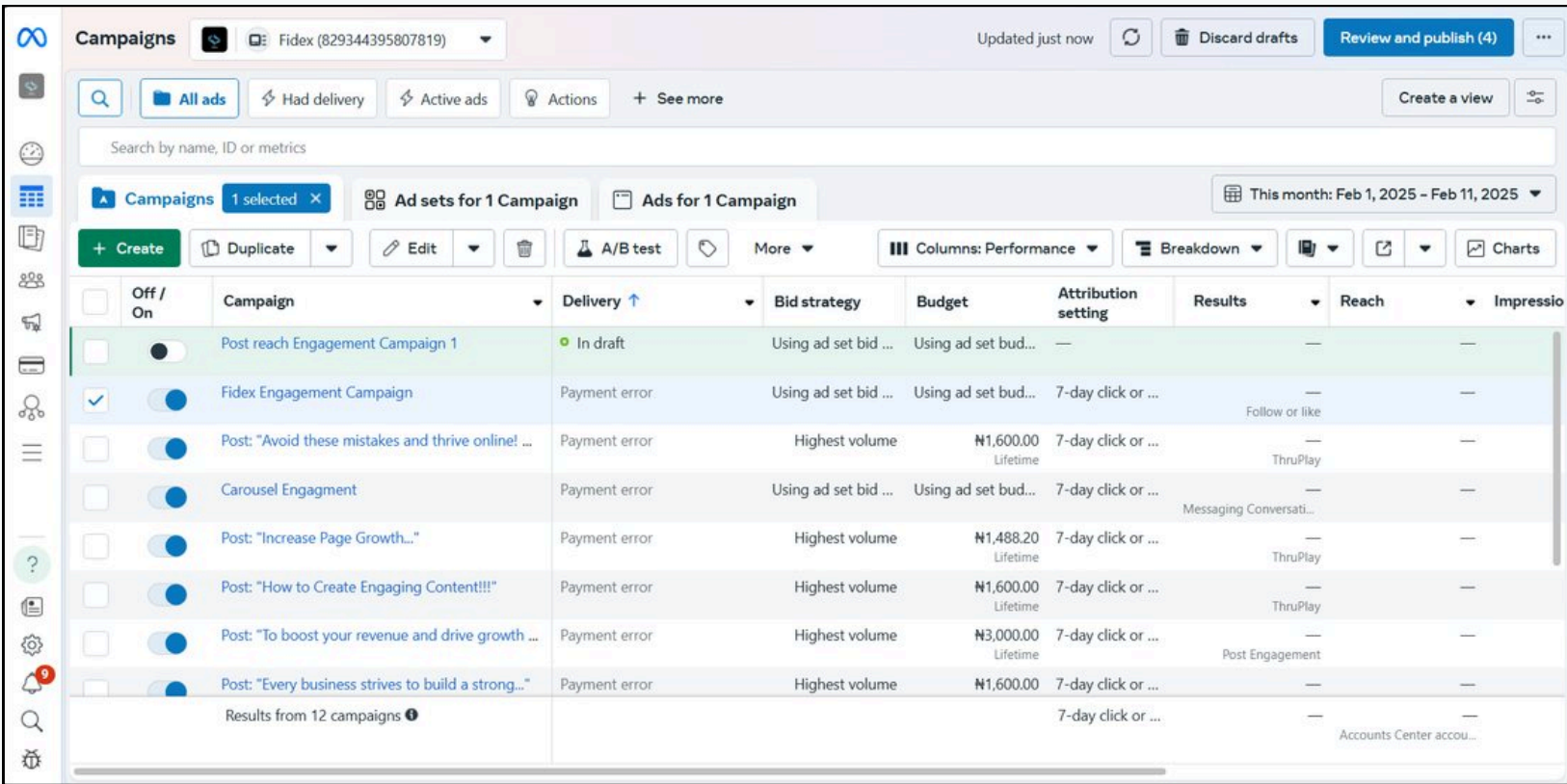
Paid advertising

Range of work

This screenshot shows paid campaign interfaces and reporting for Meta Ads.

Attribution

This historical screenshot illustrates campaign experience.

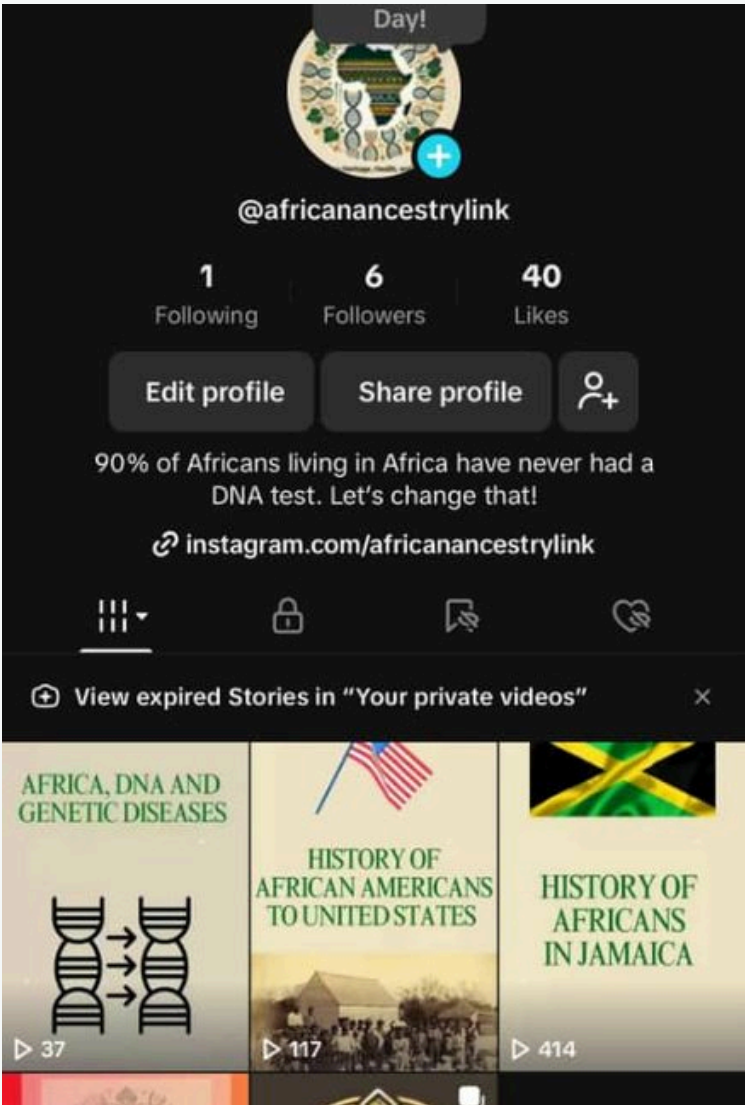


AfriGenetry Link | Social Media Execution

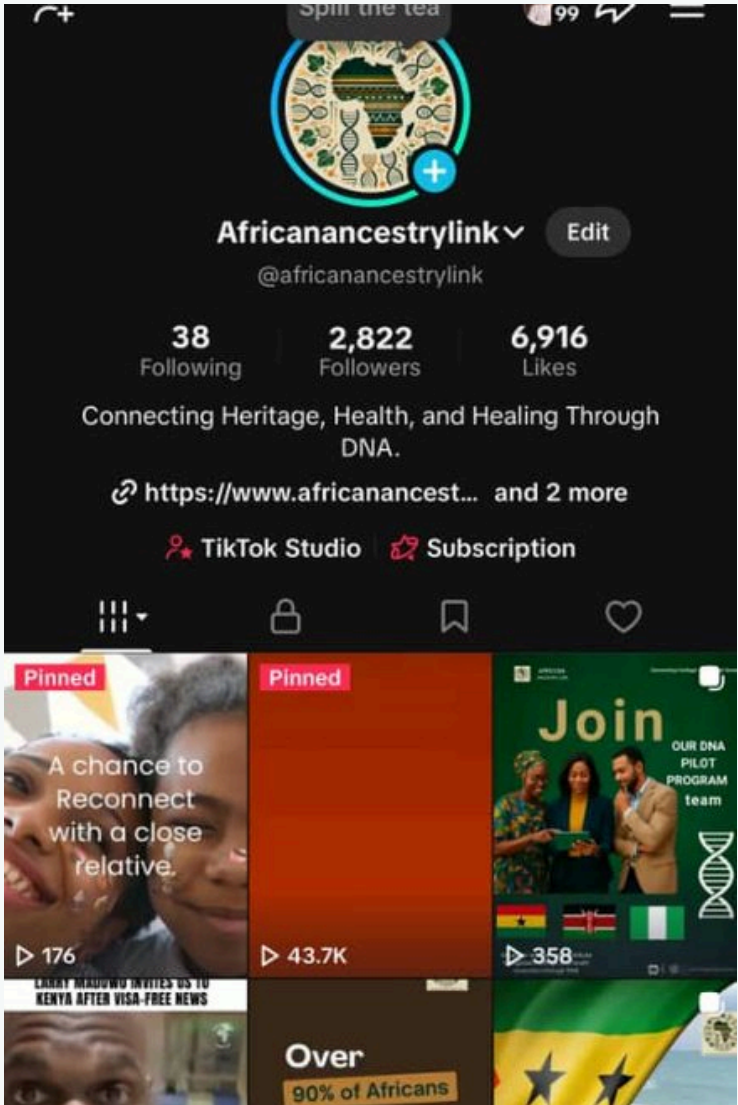
Publishing and optimization

This screenshot shows profile improvements, a revised content approach, and changes in platform reach for AfriGenetry Link’s social media page.

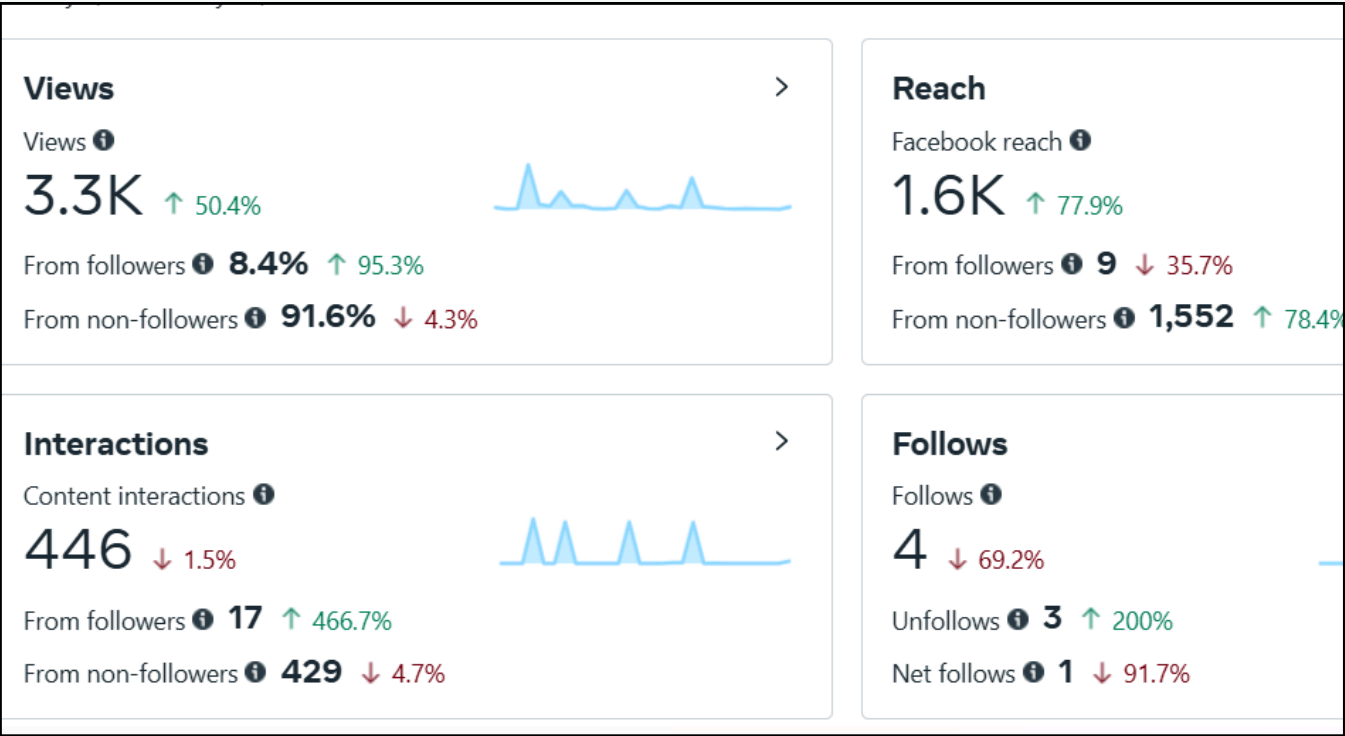
Before



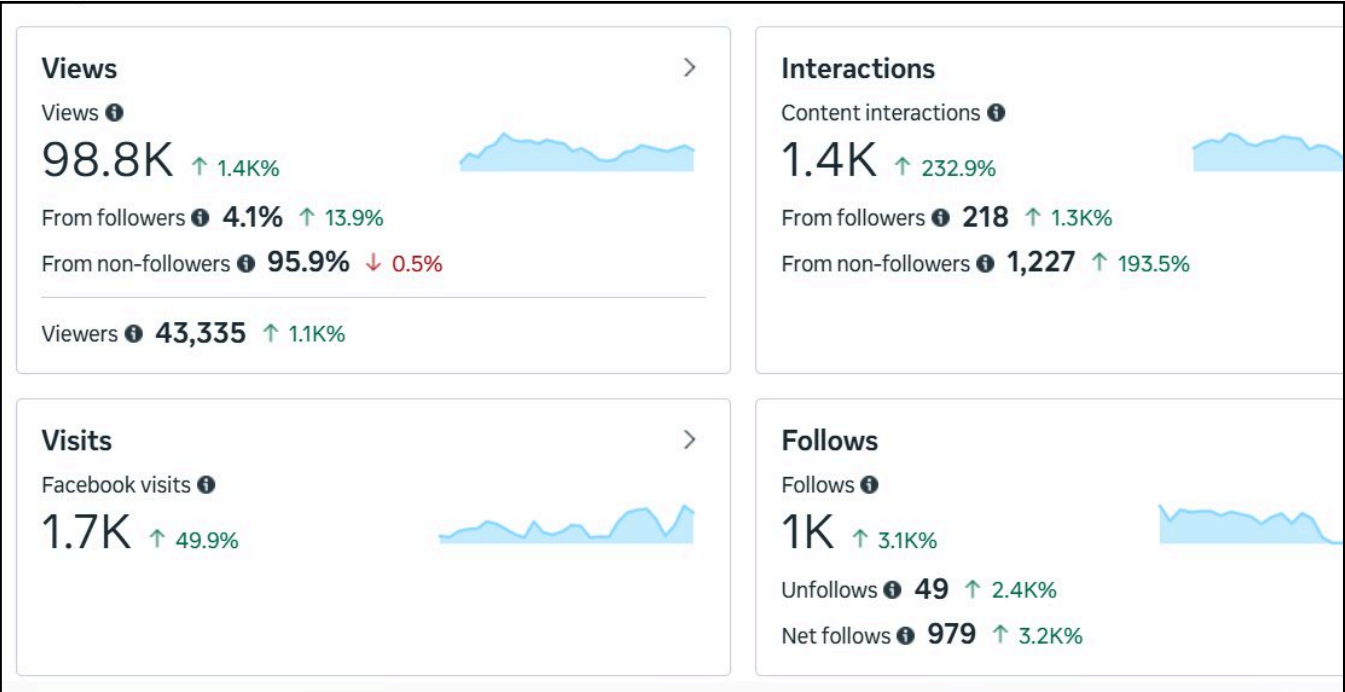
After



Before



After



AfriGenetry Link | content and community

Execution across channels

Develop and publish approved content, support community engagement and adapt video or interviews for distribution.

Why this matters

A working content system keeps campaign messages consistent across channels and gives people a clear next action.

Social Media Management



Youtube

Social Media Execution

Publishing and optimization

This screenshot shows profile improvements, a revised content approach, and changes in platform reach.

Reported snapshot

A Facebook screenshot shows reach moving from 29 to 713 over its shown reporting windows.



Elites Solar World | Social Media Execution

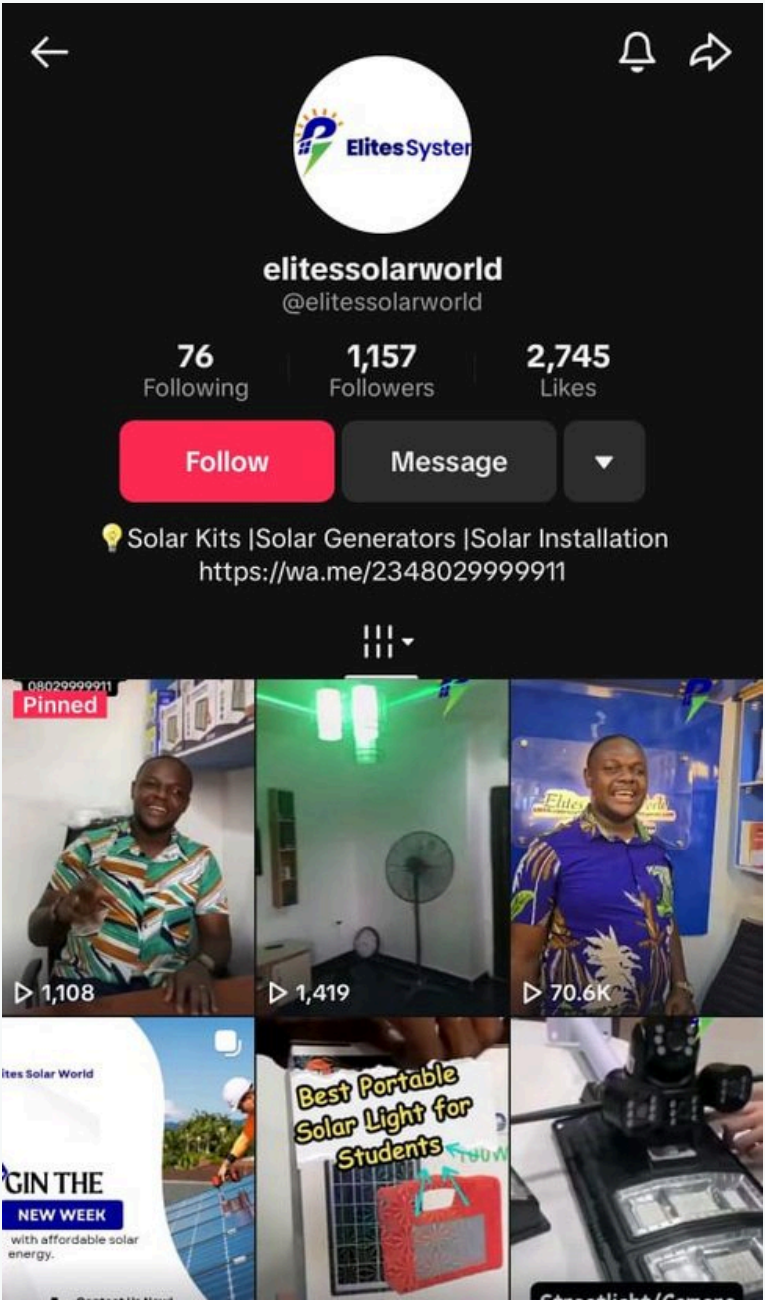
Publishing and optimization

This screenshot shows profile improvements, a revised content approach, and changes in platform reach for Elites Solar World’s TikTok social media page.

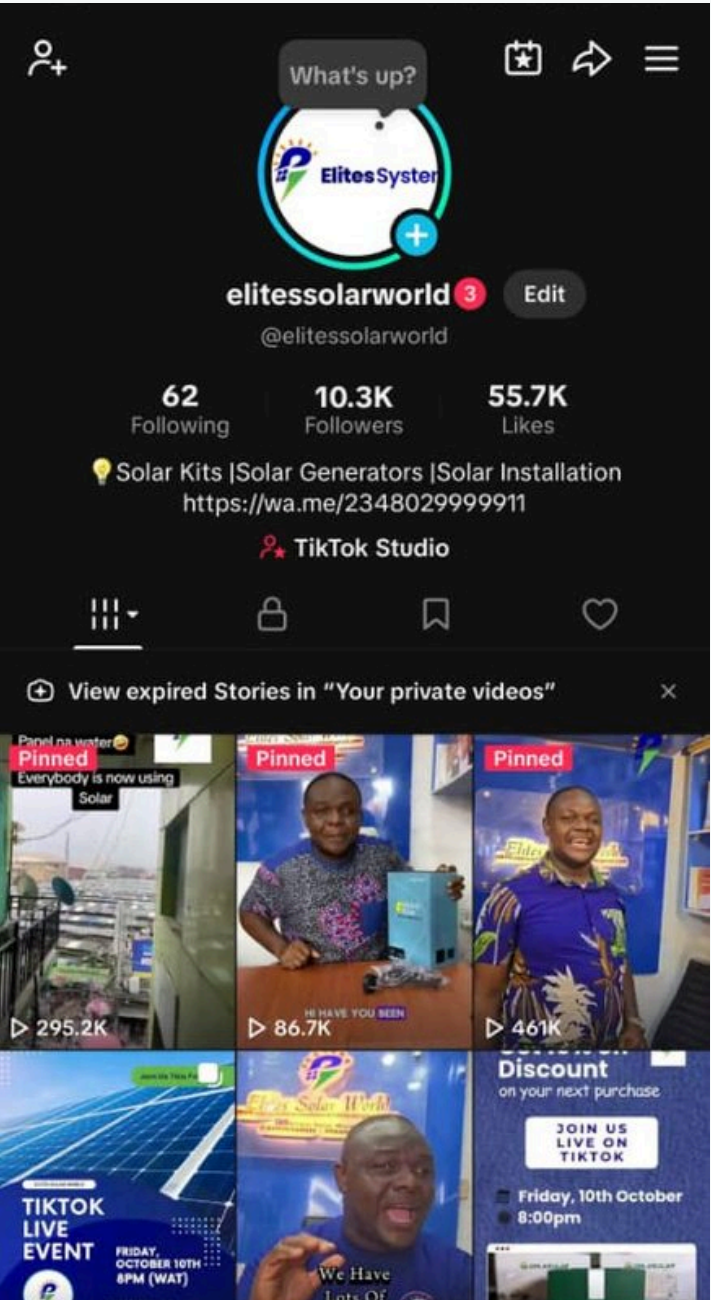
Reported snapshot

A TikTok screenshot shows followers moving from 1,157 to 10.3K and page likes moving from 2,745 to 55.7K.

Before



After



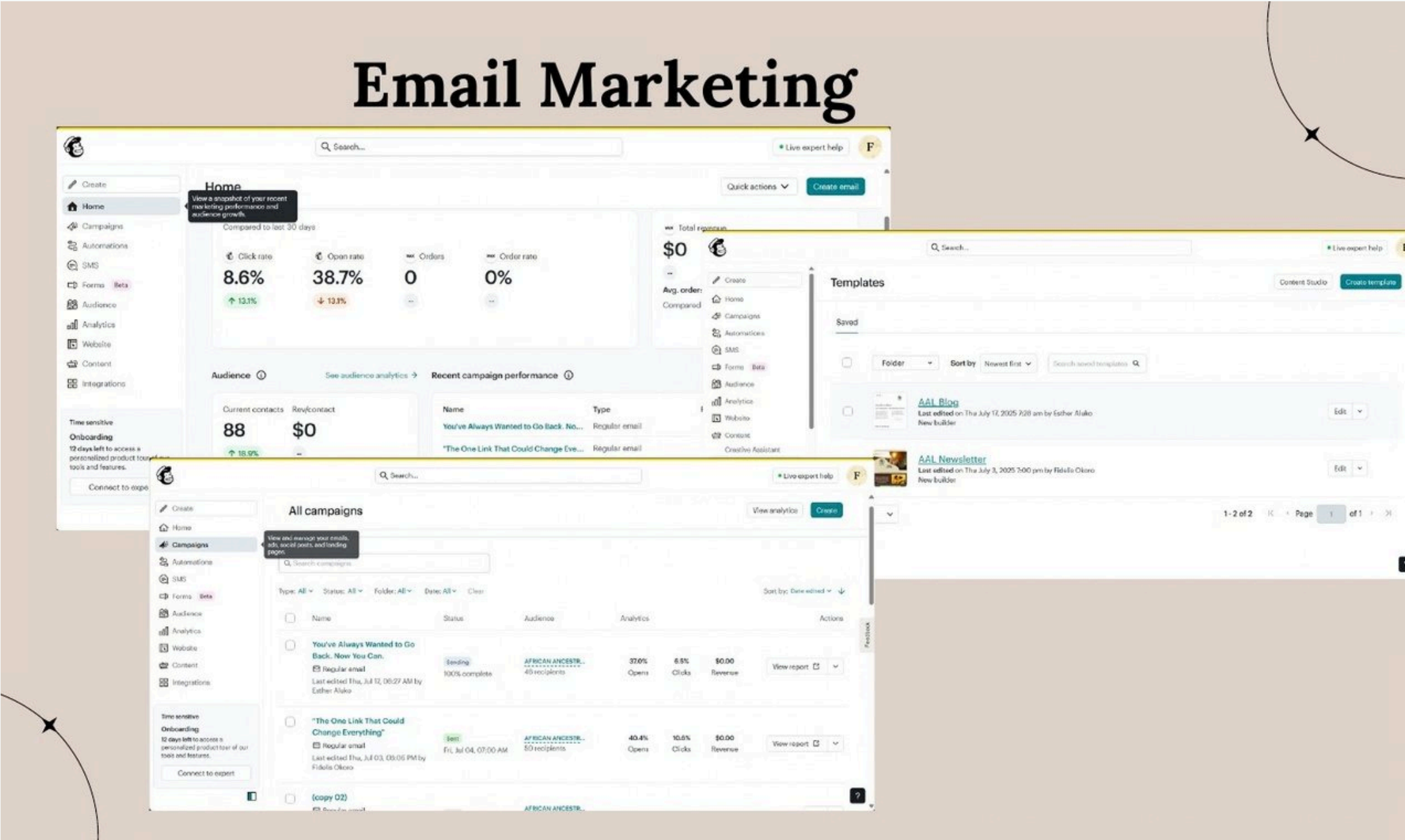
Email marketing | planning and reporting

Campaign workflow

Prepare newsletter copy, manage sends and inspect delivery and engagement reports to refine later campaigns.

Evidence shown

This portfolio contains platform reporting and campaign views. No unsupported open-rate or conversion claims are added.



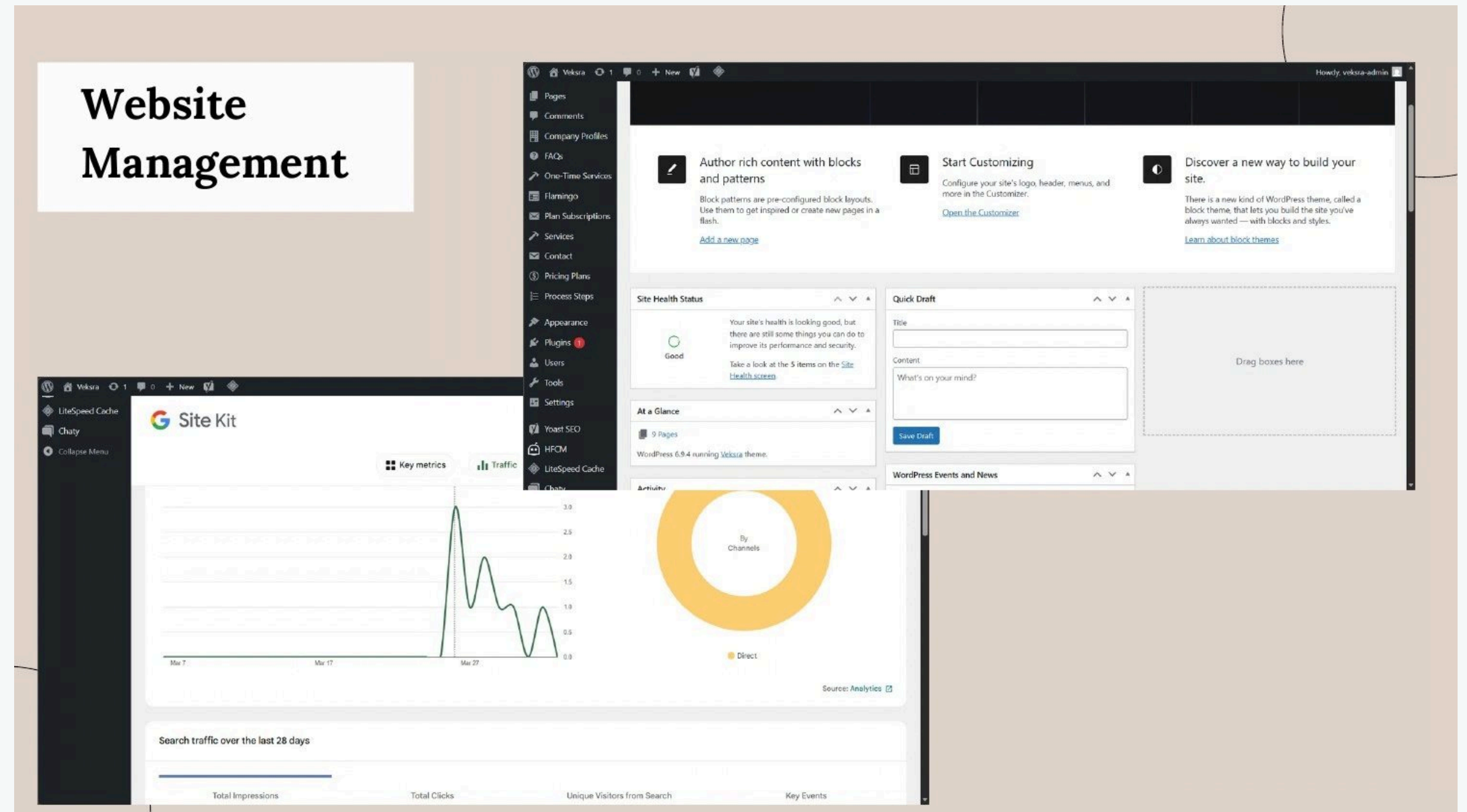
Website and project operations

Site management

Work with website content, site health and page improvements as part of marketing execution.

Project systems

Coordinate tasks, publishing assets and reviews so implementation stays visible to stakeholders.



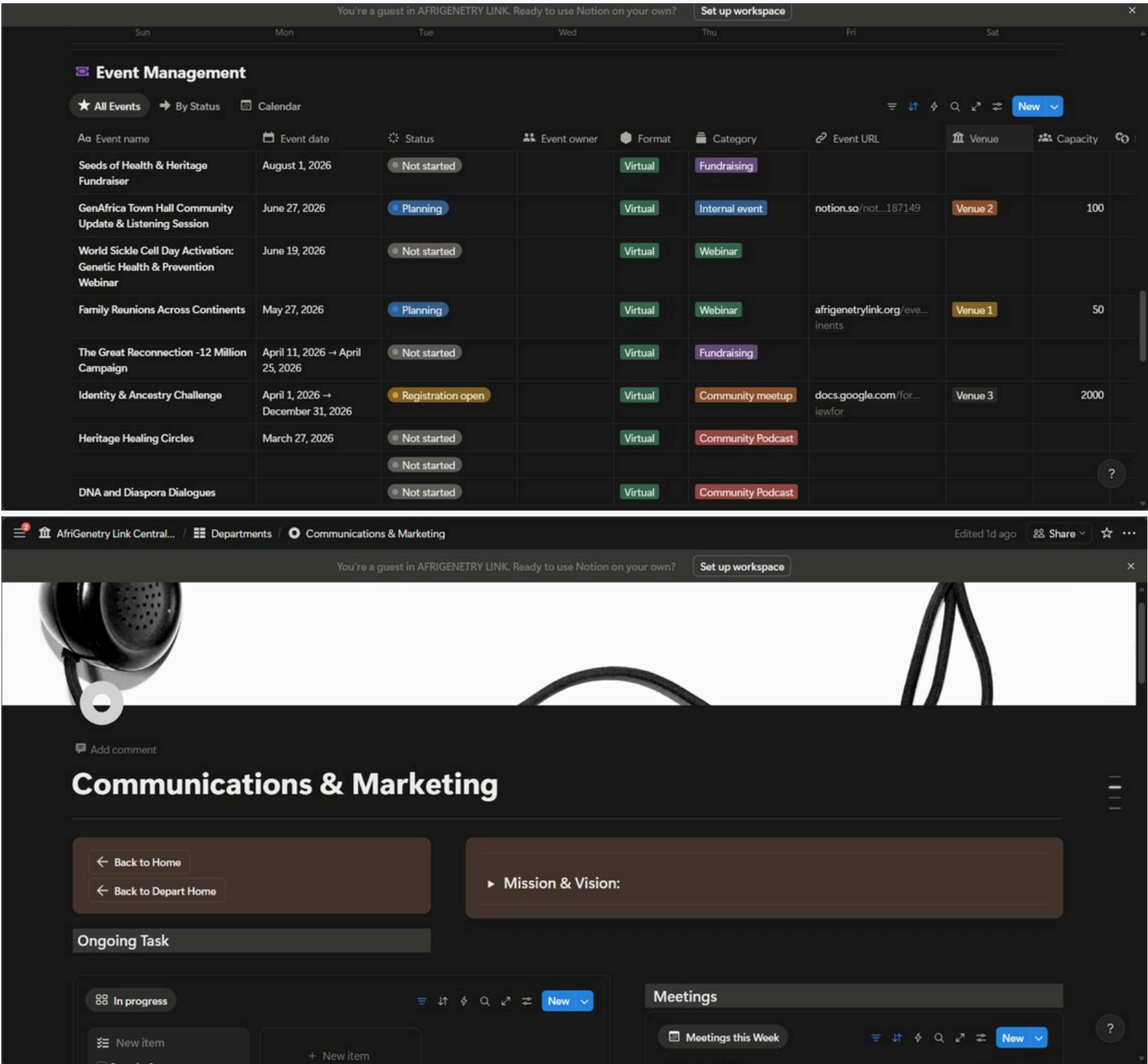
Website and project operations

Project management

Managed projects and supervised the team using project management tool.

Project systems

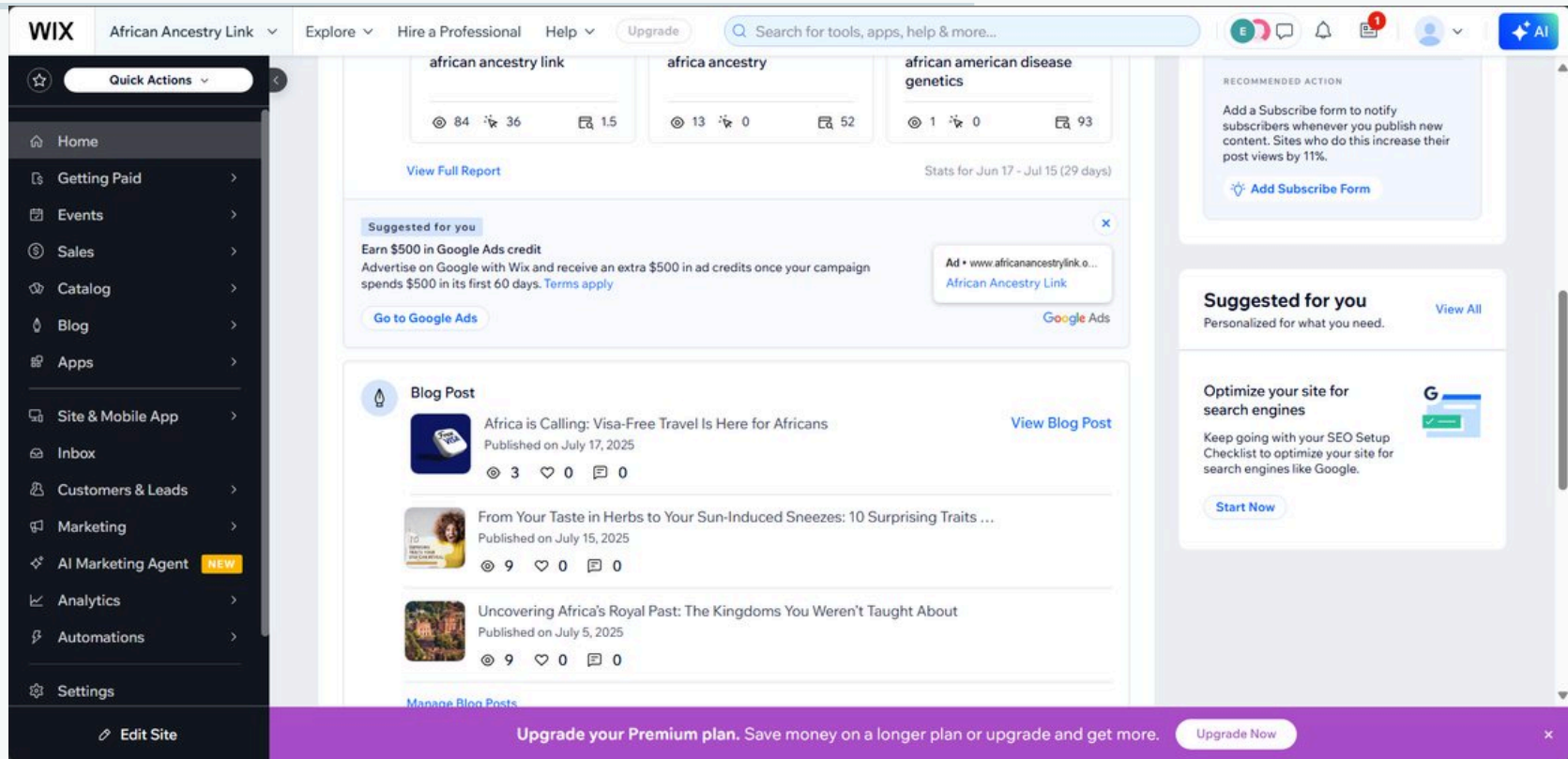
This screenshot on the right is that of a project management tool - Notion.



Coordination and Project Management

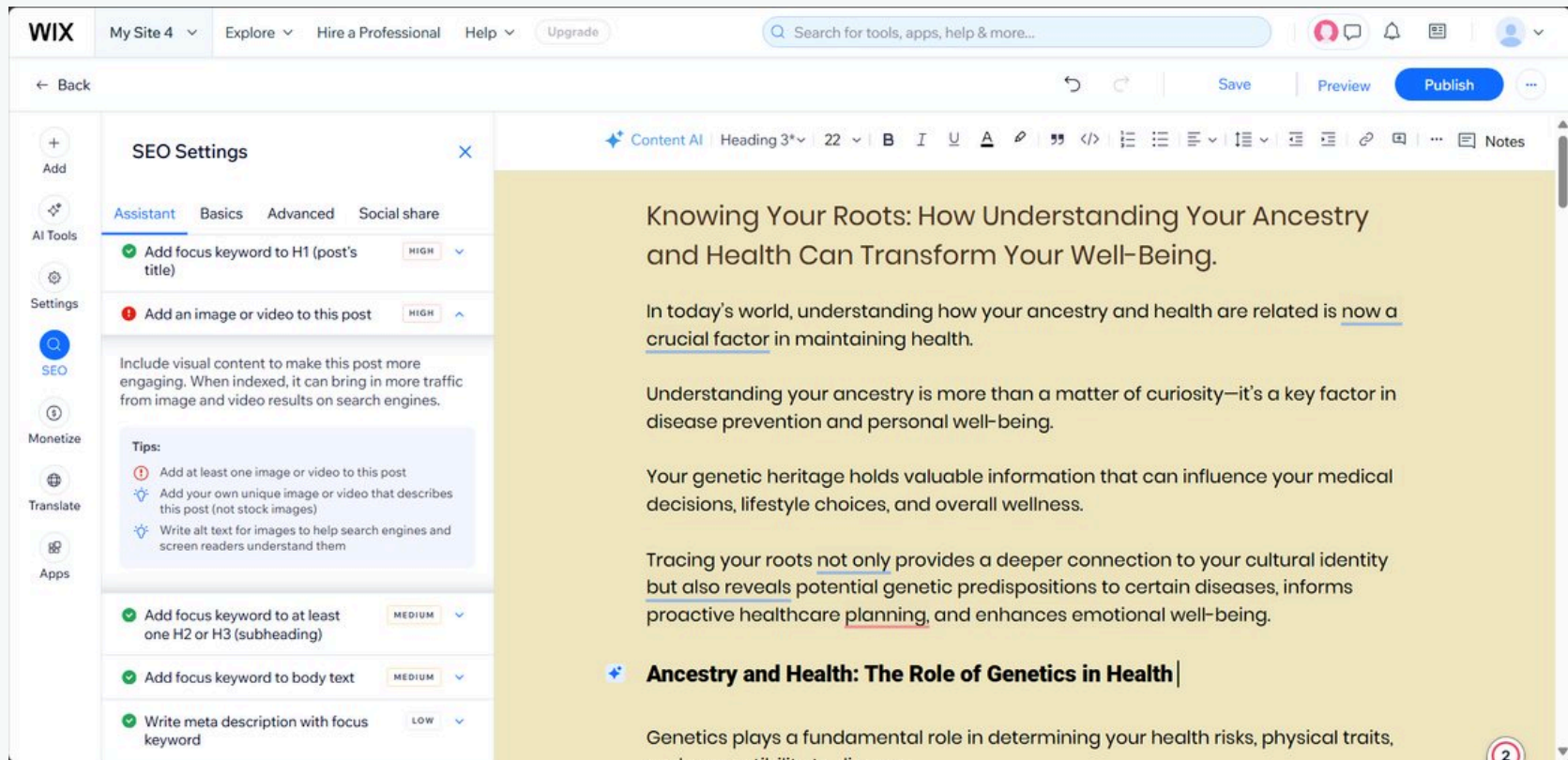
Site management

Work with website content, site health and page improvements as part of marketing execution.



Project systems

Coordinate tasks, publishing blogs, assets, and reviews so implementation stays visible to stakeholders.



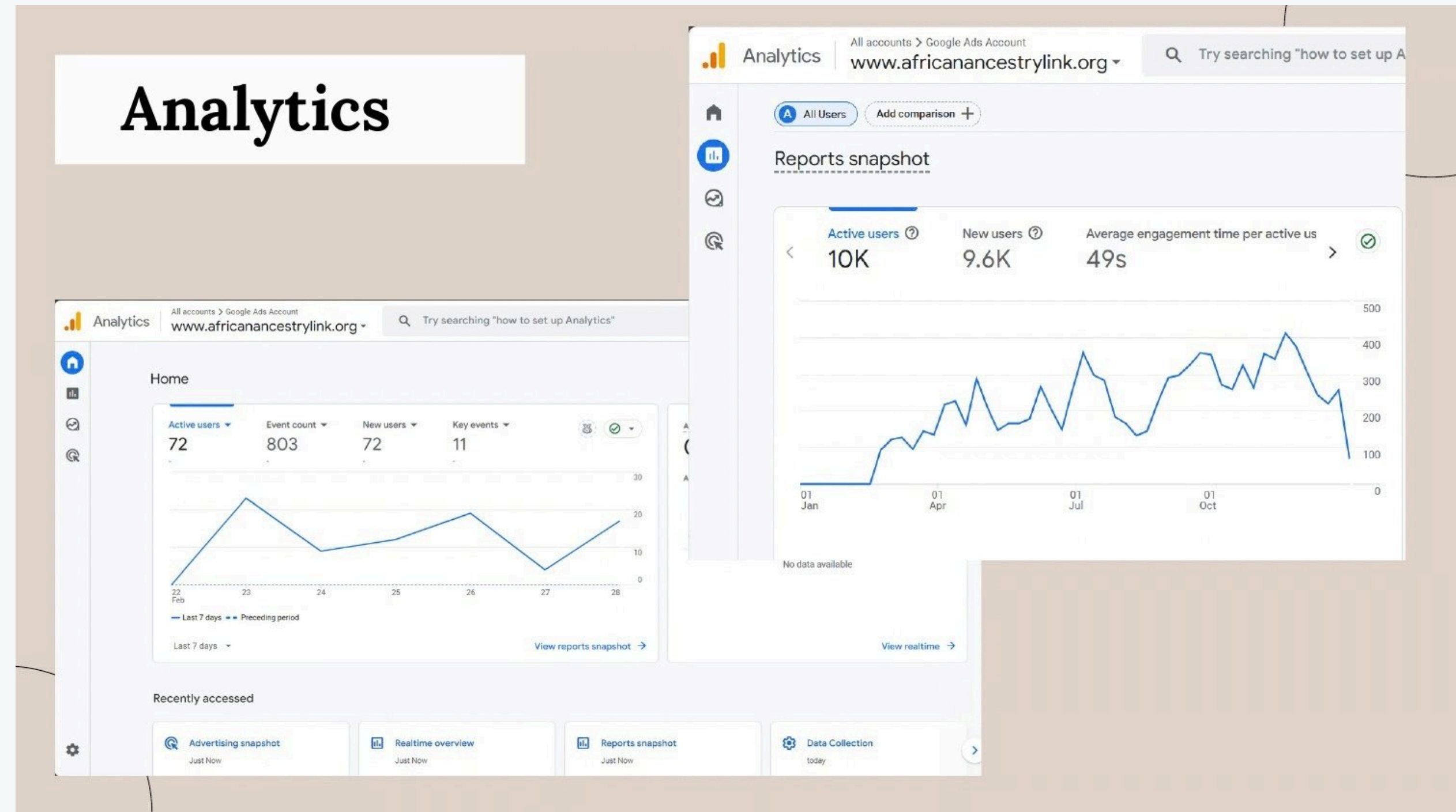
Analytics and reporting

Analysis

Use GA4 and channel reports to examine what people reach, what they do and where they leave.

Decisions

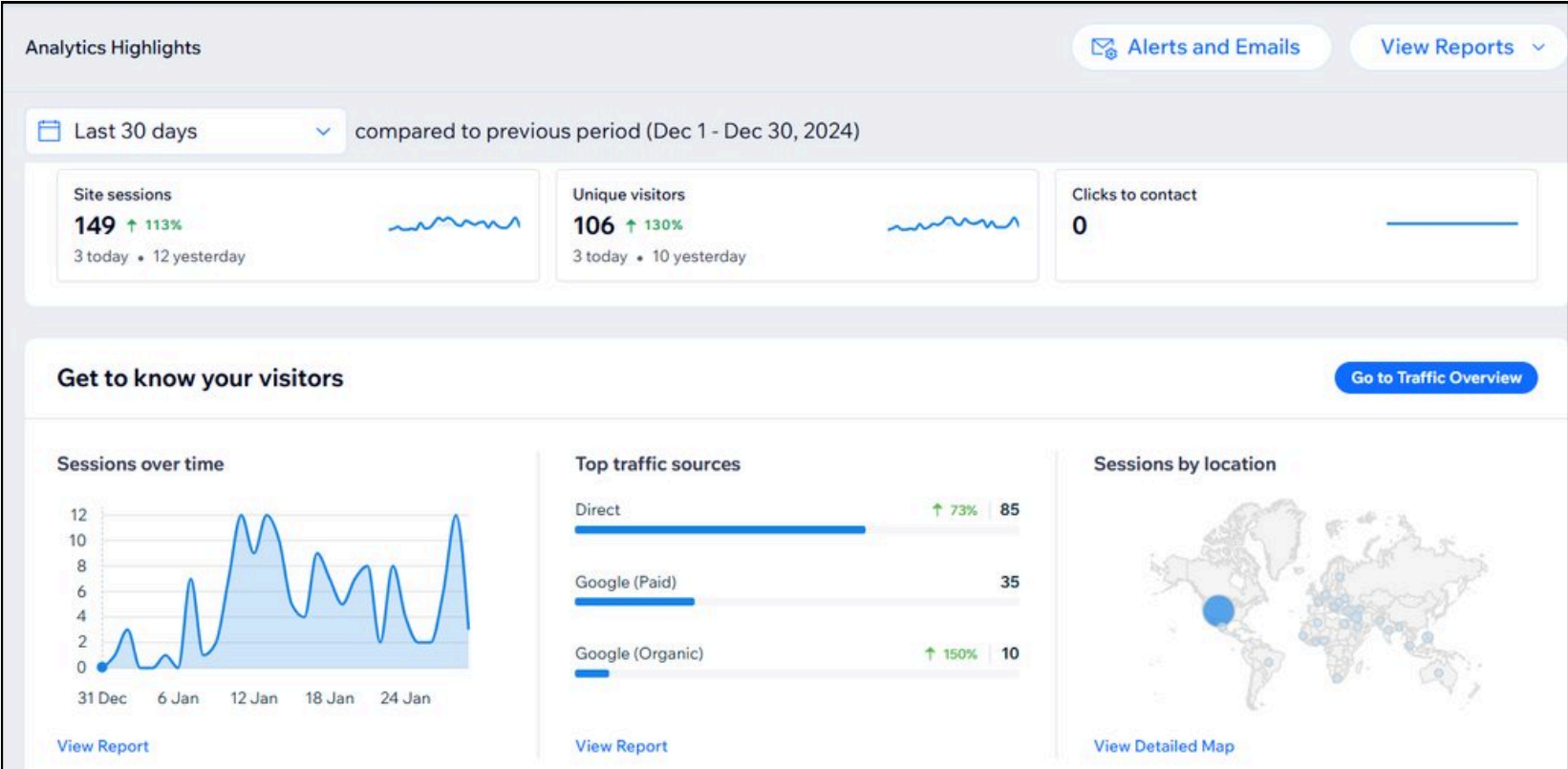
Connect findings to practical changes in content, campaigns or site experience.



Analytics and reporting

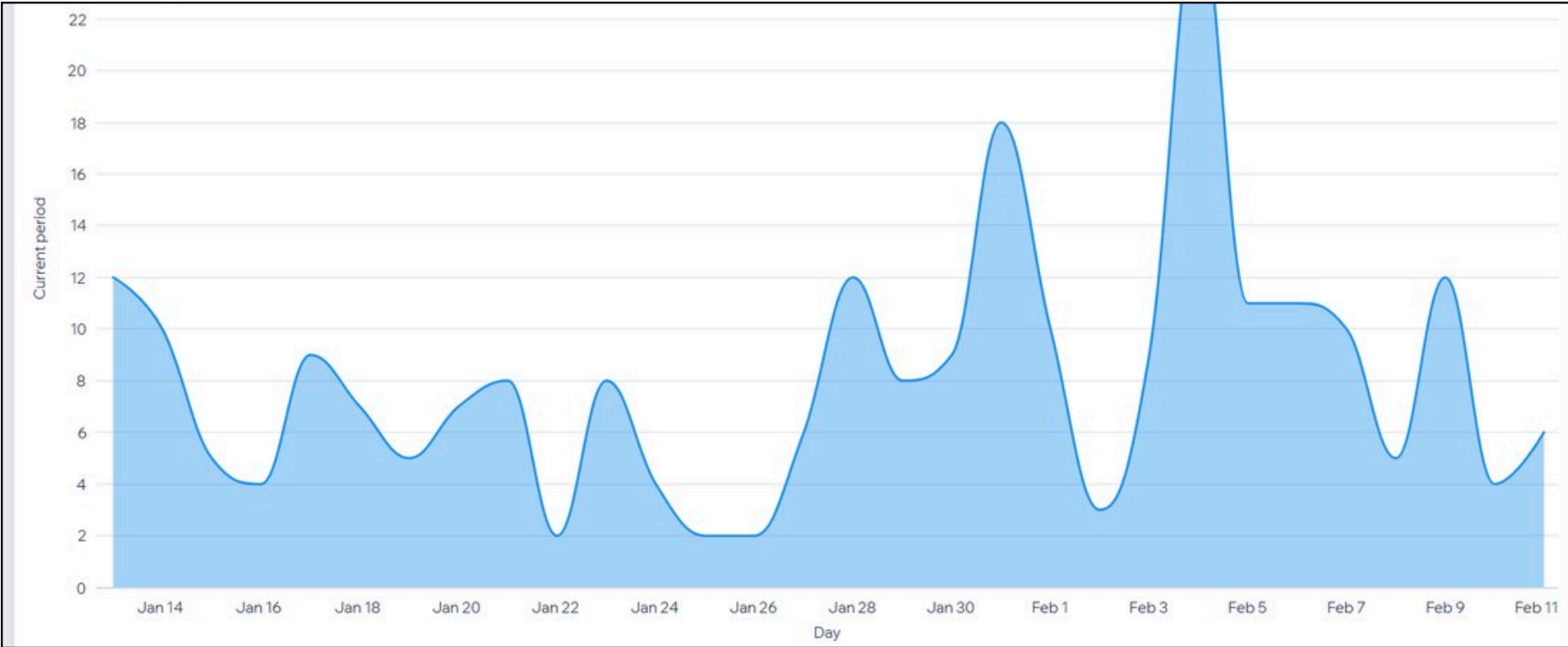
Analysis

Website analytic reports.



Decisions

Connect findings to practical changes in content, campaigns or site experience.



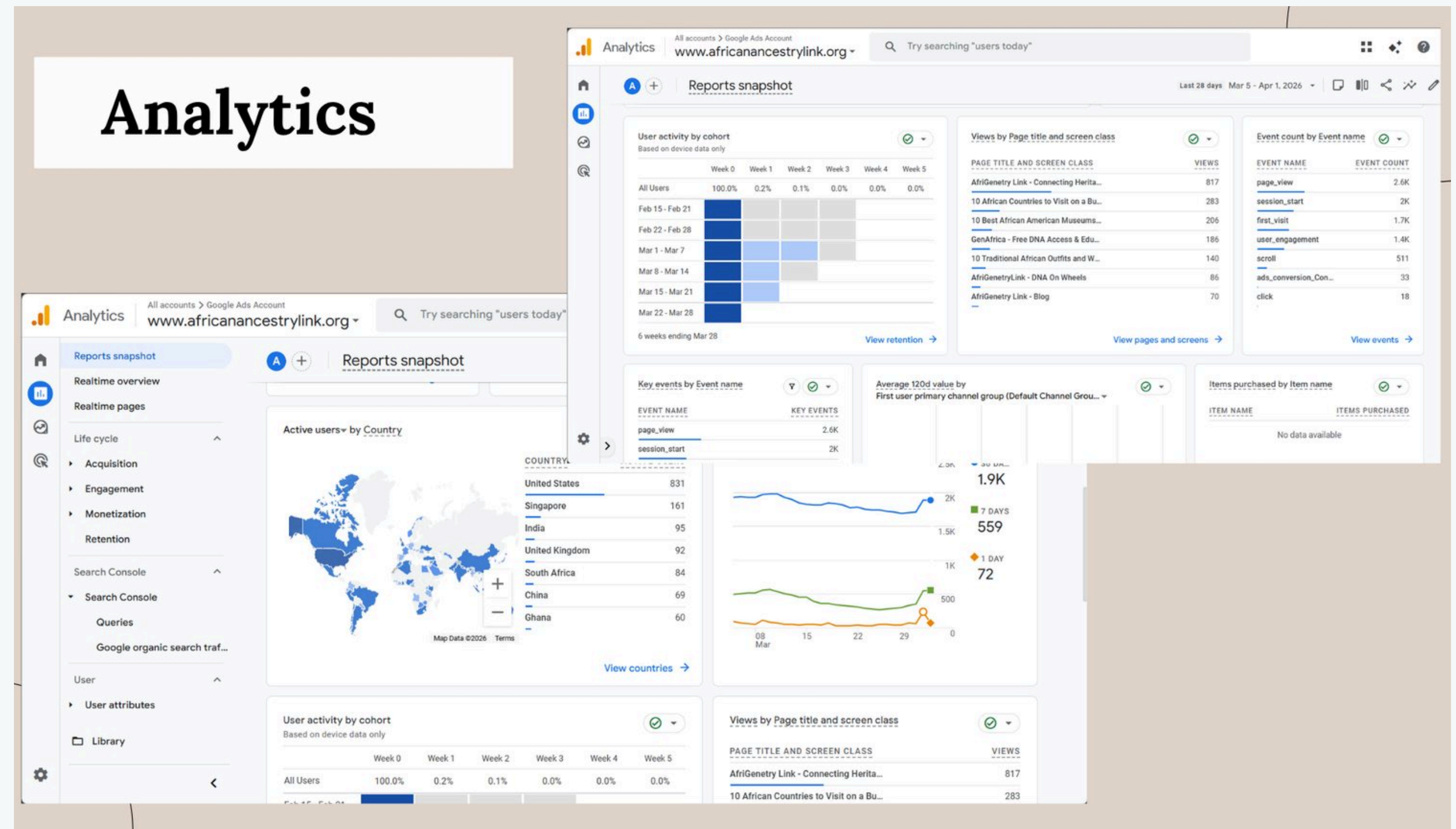
AfriGenetry Link | Analytics and reporting

Analysis

Used GA4 to examine what people reach, what they do, and where they leave.

Decisions

These findings influenced the practical changes in content, campaigns, and site experience.



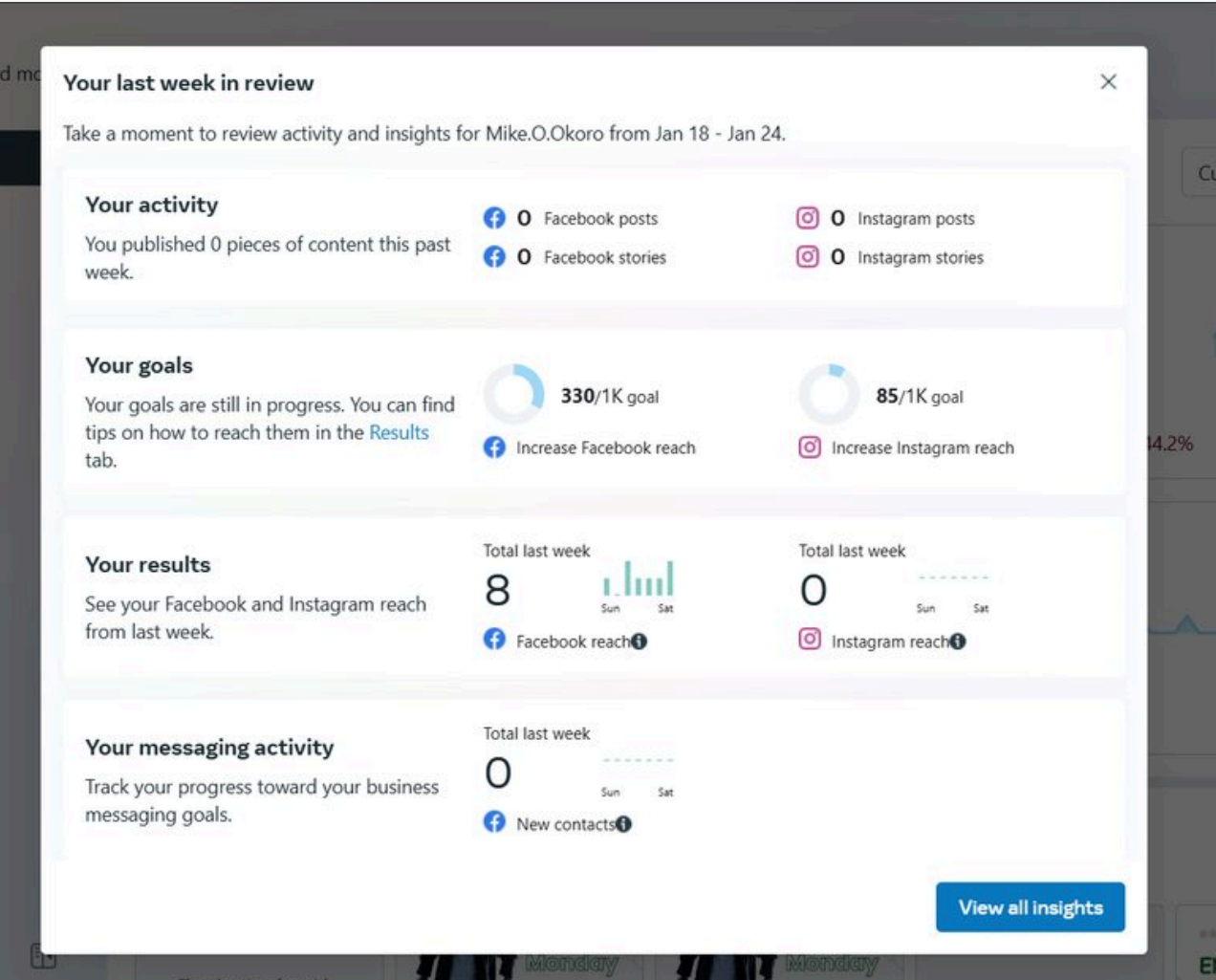
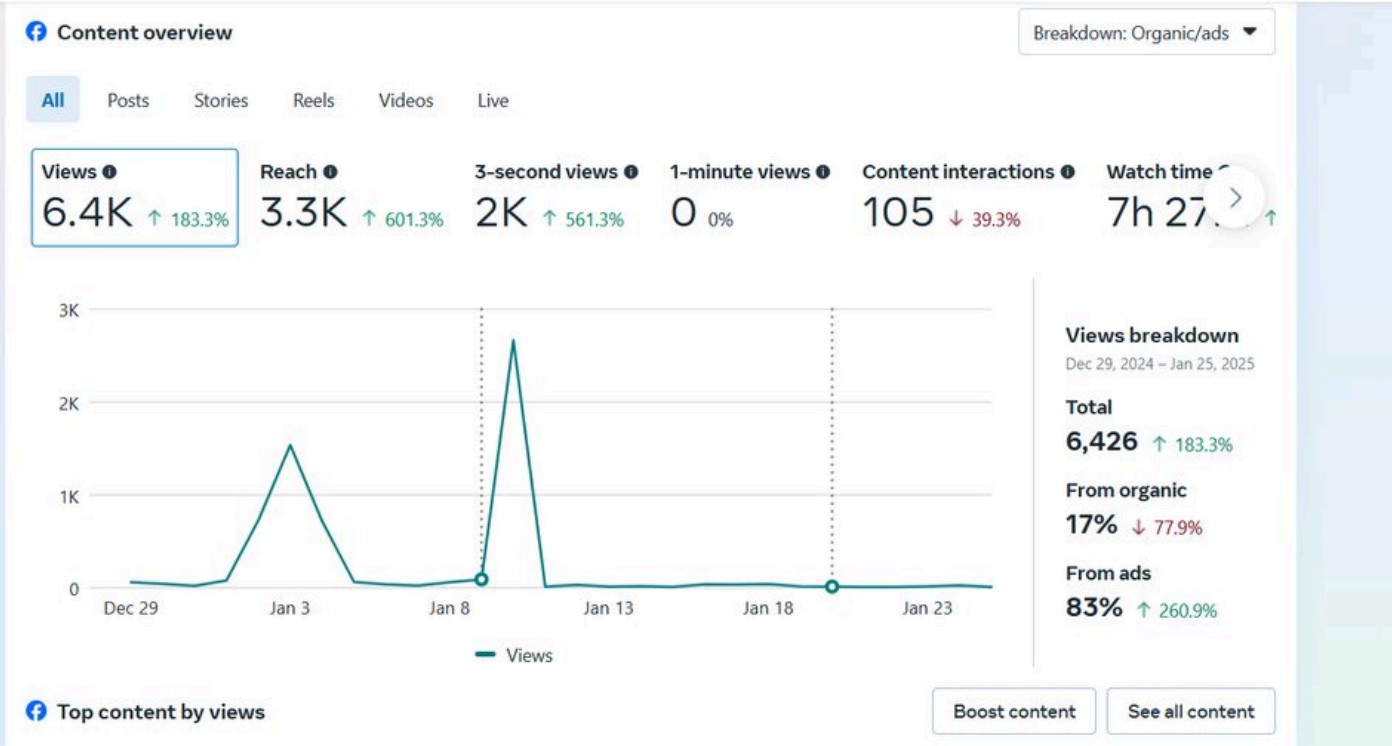
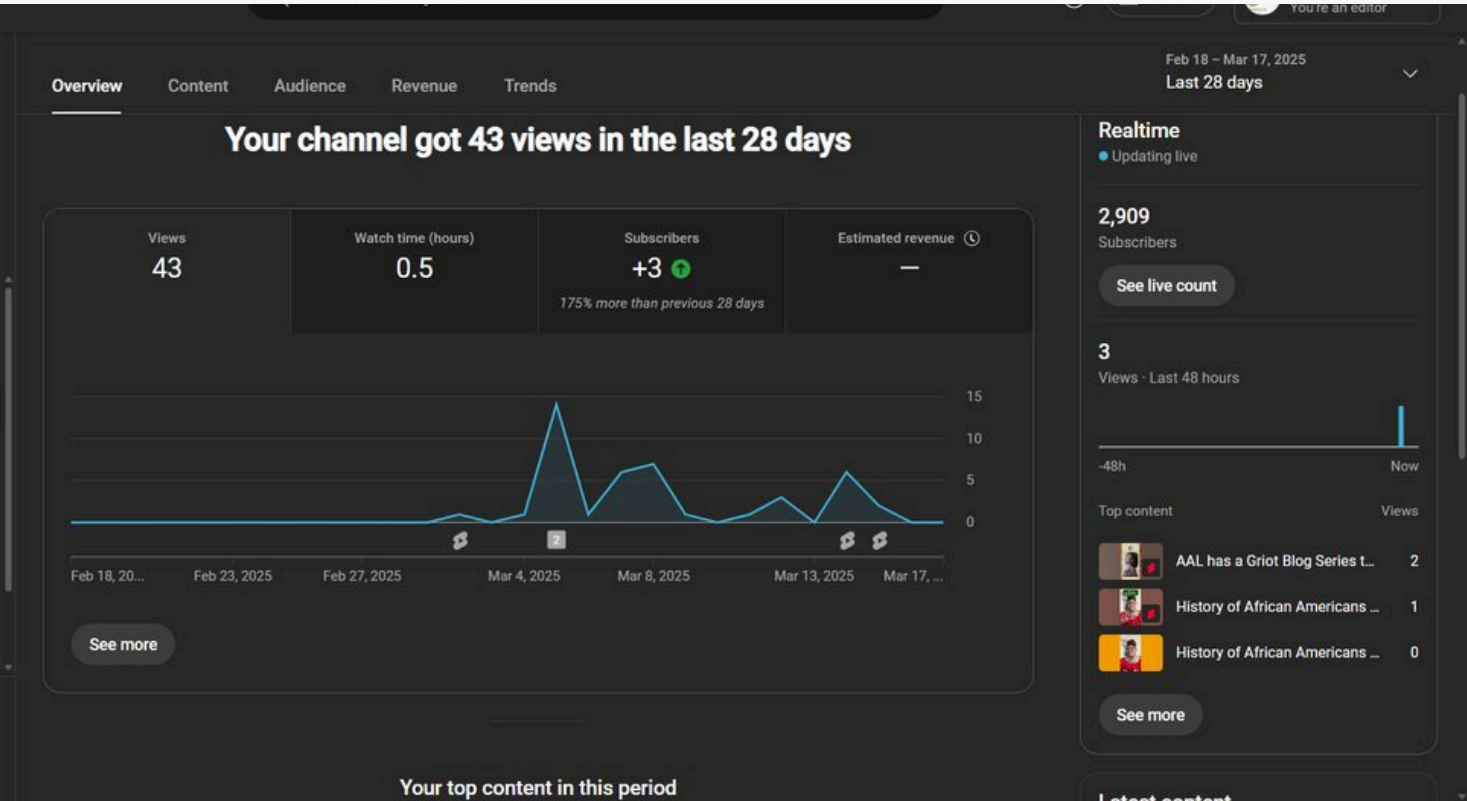
Analytics and reporting

Analysis

Analyzed social media performance (Facebook and YouTube) for improvement.

Decisions

Used the findings to improve content strategy.



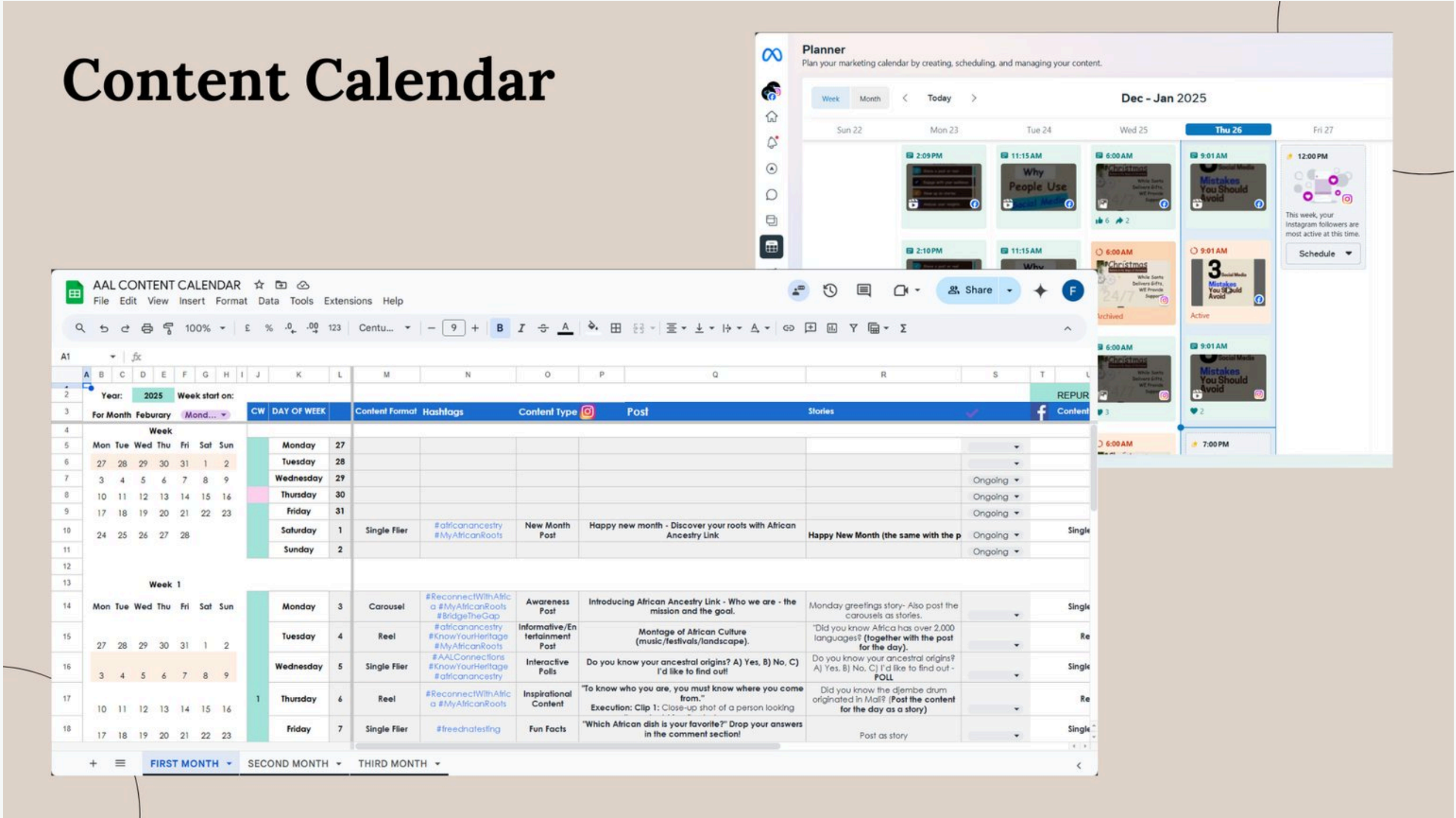
Content planning and scheduling

Content planning

Strategizing, planning campaign materials, brand-consistent creatives, and content that support specific messages.

Content Calendar

Ideation, Strategy, Planning.



Creative execution and content planning

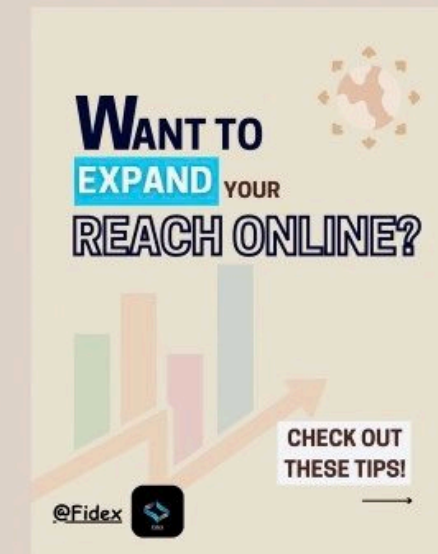
Content assets

Design social graphics, campaign materials and brand-consistent creative that support specific messages.

Calendar and video

Plan publishing schedules, repurpose content, and produce selected Graphic assets.

Some Graphics



Website Audit & Search Analysis| FOREVER LEGAL

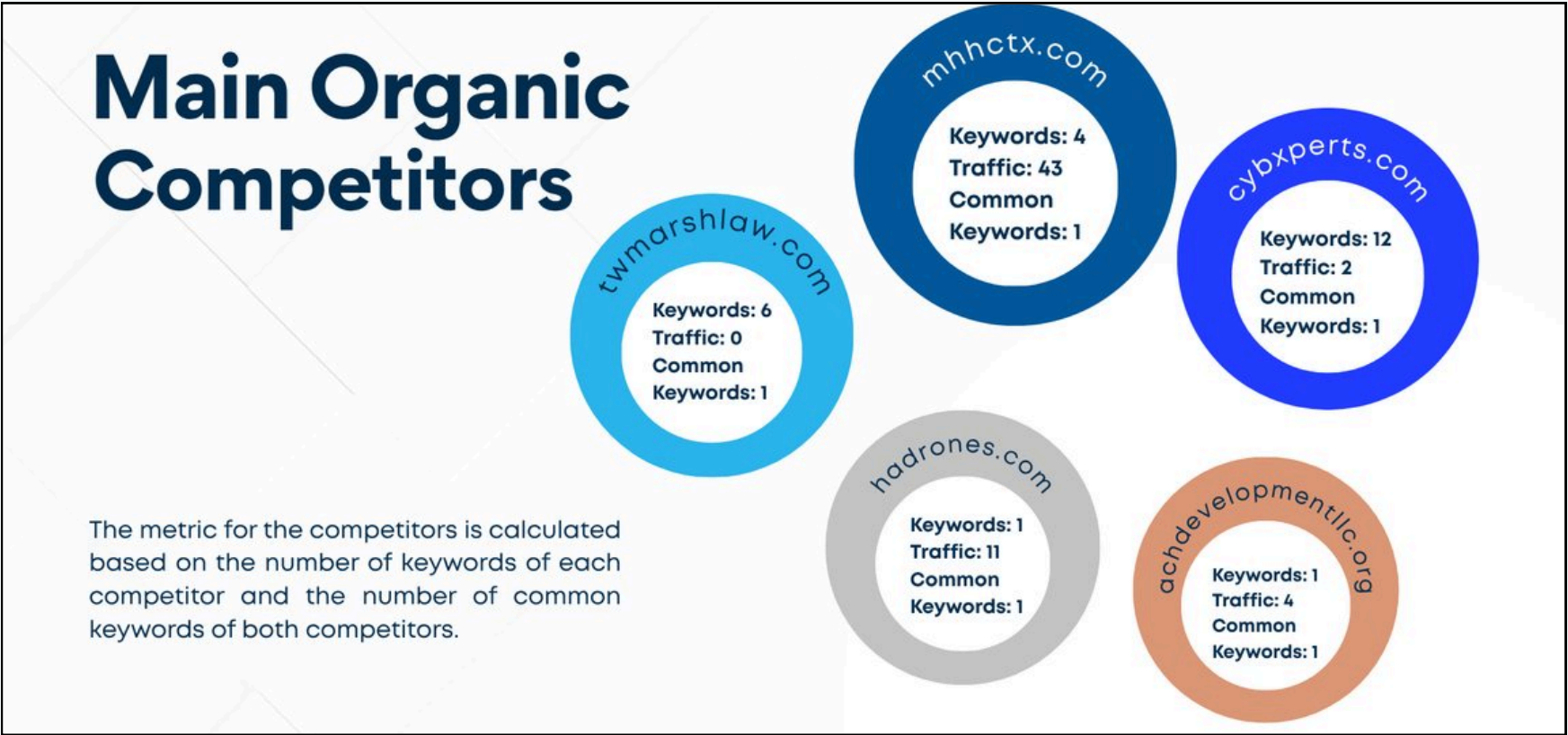
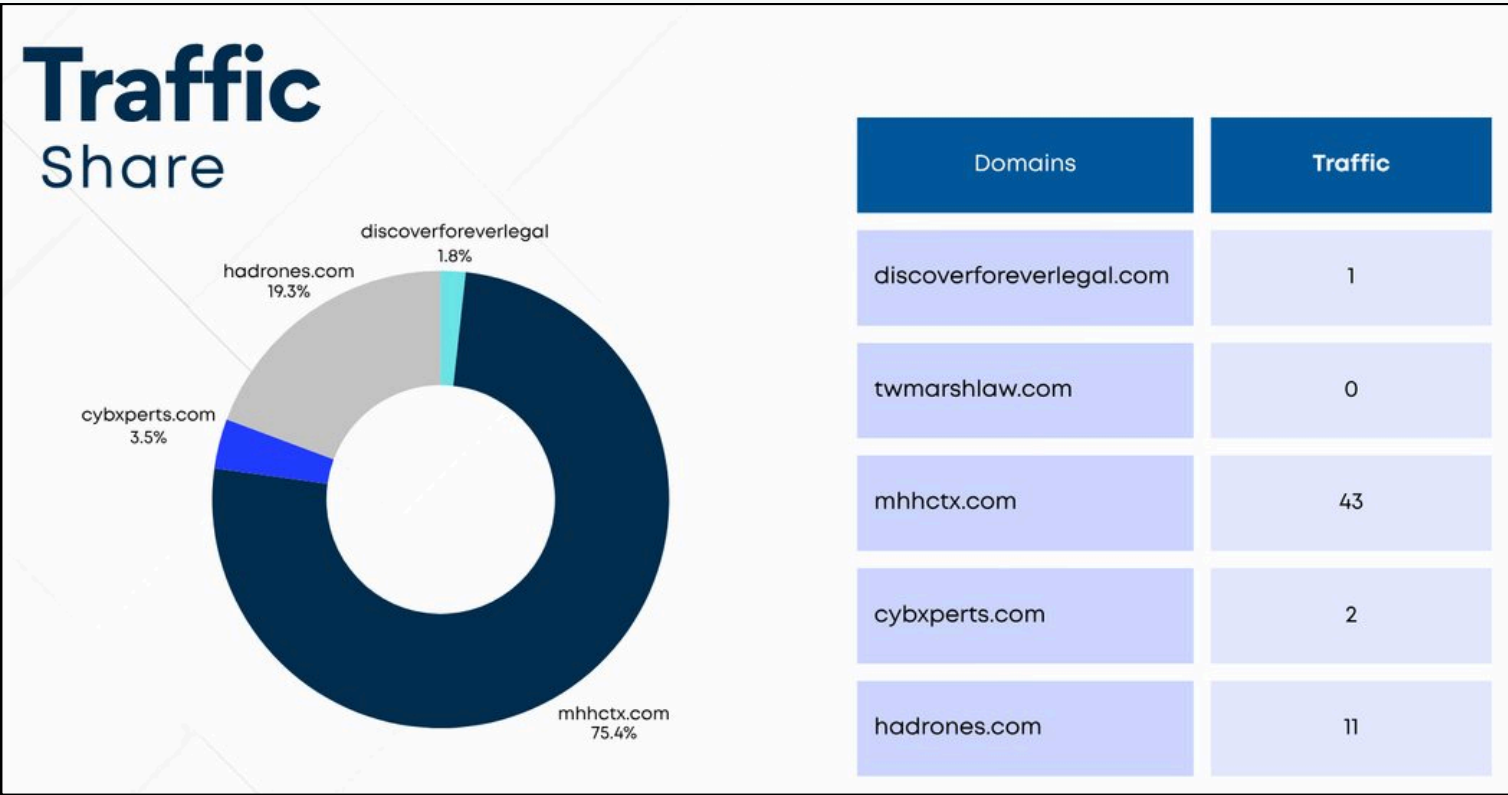
Website and digital presence audit

Scope

Assess discoverability, page clarity and opportunities to improve the visitor journey.

Deliverable

Prioritized findings and recommendations suitable for implementation.



This is a diagnostic project. It is presented without an unsupported traffic or revenue outcome.

Elites Solar World | SEO growth program

ONGOING PROJECT

Improving commercial search visibility for a solar retailer and installer.

Technical foundation

Audit crawlability, indexability and page performance.

Commercial relevance

Map product and service pages to buying intent.

Measurement

Track non-brand visibility, page performance and enquiries.

Elites Solar World | project workflow

Baseline

Collect GSC data, crawl findings and site issues before prioritizing fixes.

Reporting

Use before-and-after windows that are comparable and distinguish visibility from lead quality.

Implementation

Improve commercial pages, internal links, useful content and local signals.

Current status

The SEO project is in progress. Final 90-day results will be added after completion.

Elites Solar World | Meta Ads management

ONGOING PROJECT

Campaign structure

Prioritize core solar products under a fixed budget and rotate smaller tests.

Review cadence

Assess creative, audience and cost per conversation, then adjust spend.

Lead path

Run ads to WhatsApp and evaluate conversation volume alongside qualified enquiries and sales.

Status

Campaign work is ongoing. No sales or return on spend figure is claimed here.

CHAISE | approved marketplace strategy

APPROVED STRATEGY PROJECT

Matching employer demand with qualified, active talent.

Employers	Talent	Content
Target organizations with genuine hiring needs.	Recruit and activate people in categories with demand.	Give each audience useful information and a relevant next step.

CHAISE | deliverables and decisions

Employer acquisition

Identify hiring triggers, qualify prospects, guide employers to valid requirements and encourage repeat hiring.

Content and social strategy

Plan distinct journeys for employers, talent and ecosystem partners.

Talent activation

Define profile completion and readiness, then connect recruitment to skill demand.

Execution plan

Connect acquisition channels with a 90-day roadmap and a working content calendar.

CHAISE | measurement design

Employer funnel

Qualified employer → valid requirement → shortlist → hire → repeat demand.

Talent funnel

Profile completion → qualified talent → application → first project → repeat activity.

These are the approved plans and proposed measures. Campaign outcomes will be added as CHAISE executes and measures the strategy.

Veksra | Founder Project

Developing an SEO-focused agency.

Positioning

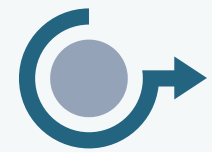
Define SEO services, brand voice and a clear offer for businesses that need search visibility.

Building the system

Develop website architecture, service pages, educational content and lead generation.

Project in development. Outcomes will be added after consistent measurement.

Tools and systems | search and data



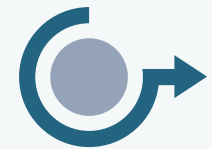
Search research and auditing

Google Search Console, Screaming Frog, Semrush, Ahrefs, Google Trends.



Measurement and reporting

GA4, Google Tag Manager, Looker Studio and Google Sheets.



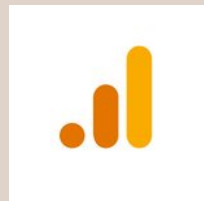
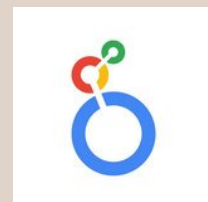
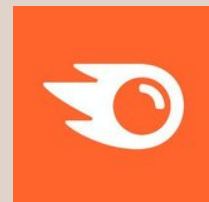
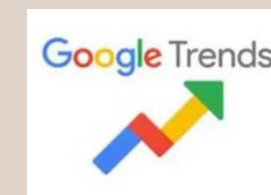
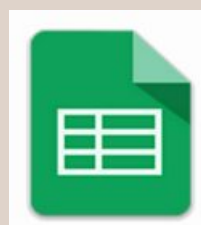
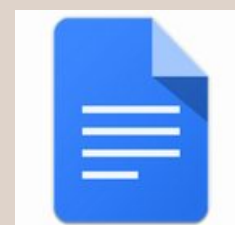
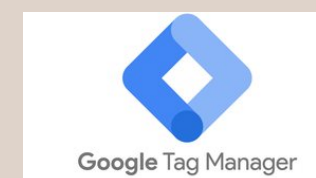
Website optimization

WordPress, Wix, Yoast and LiteSpeed.



Working method

Use tools to diagnose a problem, implement changes and check the outcome.



Tools and systems | campaign execution

Paid media

Meta Ads Manager, Google Ads and conversion tracking.

Email and publishing

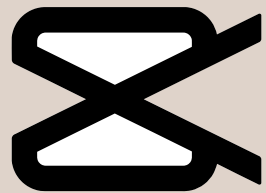
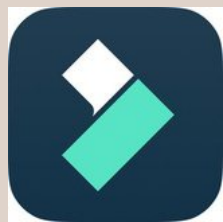
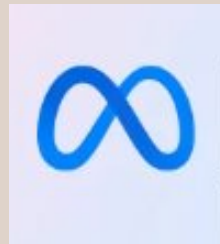
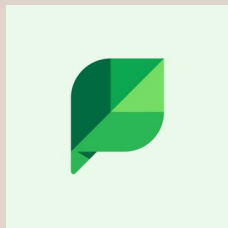
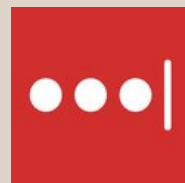
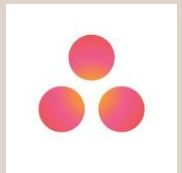
Mailchimp, website CMS tools and social publishing workflows.

Creative

Canva, CapCut, Adobe Premiere Pro, Filmora.

Planning and coordination

Editorial calendars, spreadsheets and task boards.



Professional Certifications



Digital Marketing Certified

Fidelis Okoro

The bearer of this certificate is hereby deemed knowledgeable and skilled in applying digital marketing practices with an inbound mindset. They have been tested on the content and best practices and have an understanding of creating search engine-friendly content, optimizing a website, creating a social media strategy, using video to engage their audience, amplifying their messaging with advertising, and measuring the results of their efforts.

Valid from: Jun 13 2025 - Jul 13 2026

Certification code: 6aec60a24ad0446b7321f1da1f6fdd

HubSpot Academy


CEO Yamin Rangan



Inbound Marketing Certified

Fidelis Okoro

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound marketing techniques. They have been tested on best practices and are ready to take an inbound approach to creating content, using social promotion, converting and nurturing leads, and marketing to customers.

Valid from: Feb 4 2025 - Mar 6 2027

Certification code: 939f7b8091f34331b737291d08840fb7

HubSpot Academy


CEO Yamin Rangan



Semrush Academy
Certificate

Fidelis Okoro

is awarded this certificate of achievement for the successful completion of the

Off-Page SEO and AI Search Essentials with Semrush

Certificate expires 30.12.2026
Certificate of completion b64ffdf6af
Certification exam Exam id-25


Rita Cidre



Content Marketing Certified

Fidelis Okoro

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. They have been tested on best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Valid from: Mar 20 2025 - Apr 19 2027

Certification code: 014a297b5ea94830a5746cb27a9e88ce

HubSpot Academy


CEO Yamin Rangan



SEO Certified

Fidelis Okoro

The bearer of this certificate is hereby deemed knowledgeable about SEO and capable of optimizing a website to perform well in search engines.

Valid from: Dec 20 2025 - Jan 19 2027

Certification code: f36f0c9b57b94ed3b1feabce291b37fc

HubSpot Academy


CEO Yamin Rangan



Semrush Academy
Certificate

Fidelis Okoro

is awarded this certificate of achievement for the successful completion of the

AI Visibility Essentials with Semrush

Certificate expires 30.12.2026
Certificate of completion 1fb389a69e
Certification exam Exam id-25



Professional Certifications

Semrush Academy

Certificate



Fidelis Okoro

is awarded this certificate of achievement for the successful completion of the

Technical SEO and AI Search Essentials with Semrush

Certificate expires 11.01.2027

Certificate of completion e1af56804a

Certification exam Exam id-25

Rita Cidre

Rosa Amato

Semrush Academy

Certificate



Fidelis Okoro

is awarded this certificate of achievement for the successful completion of the

Mastering Digital PR with Brian Dean

Certificate expires 27.12.2026

Certificate of completion 7255bdfca4

Certification exam Exam id-2

Brian Dean

udemy

Certificate of Completion

The Complete Copywriting Course : Write to Sell Like a Pro

Instructors Codestars • over 2 million students worldwide!, Tamsin Henderson

Okoro Fidelis

Date Nov. 26, 2024

Length 3 total hours



Certificate of Completion

Congratulations, Fidelis Okoro

The Freelance Media Buyer Challenge

Course completed on August 24, 2026

Instructor Ken Ndubisi







Social Media Marketing II Certified

Fidelis Okoro

The bearer of this certificate is hereby deemed capable and skilled in applying next-level inbound social media marketing strategies. They have been tested on best practices and are ready to take an inbound approach to strategic planning, storytelling, community-led growth, social commerce, cookieless advertising, and short-form video creation.

Valid from: Jan 12 2025 - Feb 11 2027

Certification code: 3d14cf665874ace9b599b69a10a5da6

HubSpot Academy





Social Media Certified

Fidelis Okoro

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound social media strategy. They have been tested on best practices and are ready to take an inbound approach to social media including: social monitoring, content strategy, social engagement, creating social media policies, and demonstrating social ROI to stakeholders.

Valid from: Dec 31 2024 - Jan 30 2027

Certification code: f3a1d80e798b41a788e8b02221790939

HubSpot Academy



alx Virtual Assistant

Certificate of Achievement

Proudly Presented to

Fidelis Okoro

For successfully completing an 8-week programme in Virtual Assistance Skills in the Digital Age

Fred Swaniker

Jaco Jansen van Rensburg

Date of Issue: 20th November 2024

Program completion date: 20th November 2024

Scan the QR code or visit https://intranet.alxswa.com/certificates/ENSHB3CHZ to authenticate this certificate



UNIVERSITY OF SOCIAL MEDIA

CERTIFIED

Okoro Fidelis

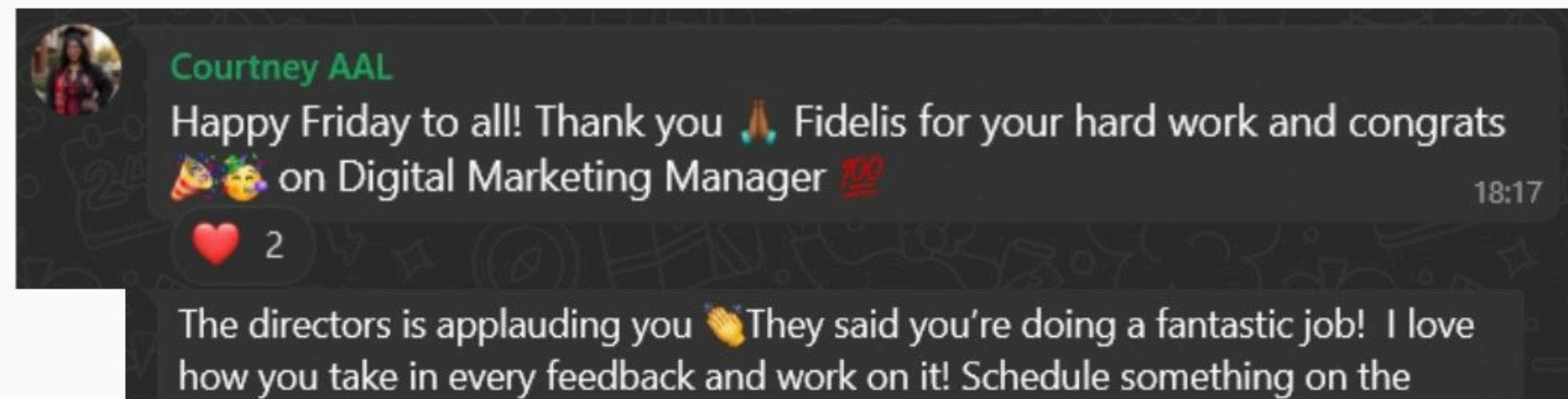
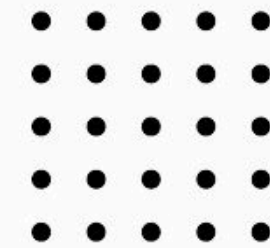
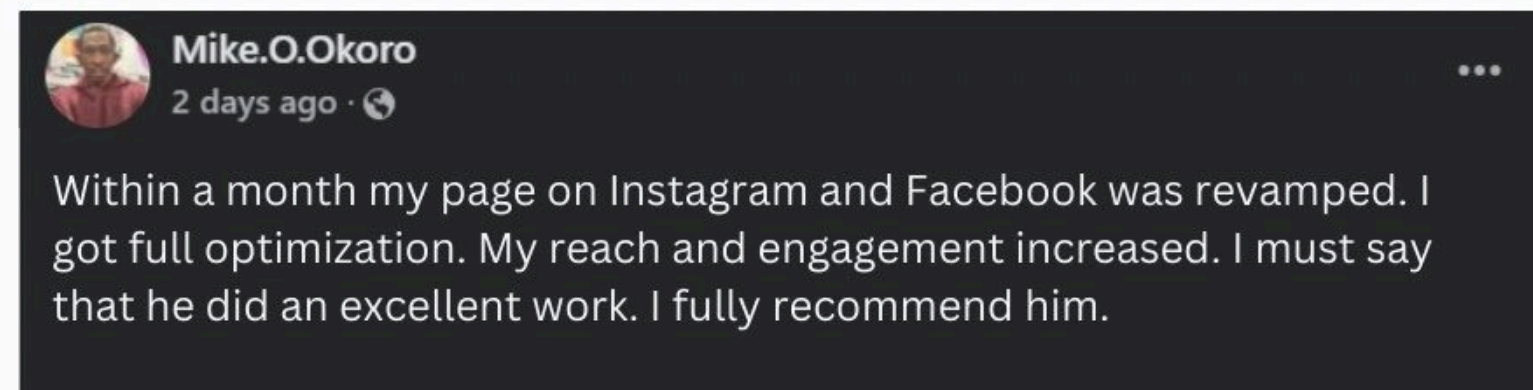
has successfully completed The High Level Social Media Management online course on September 6, 2024. And is hereby deemed knowledgeable about the art of growing on social media.

Dushane Wills

Fajo Yusuf

Certificate number: USA/1787598

Selected feedback



Let's talk about your project

Fidelis Okoro

Digital Marketing & SEO Specialist

 **fidelisokoro2024@gmail.com**

 [linkedin.com/in/fidelis-okoro](https://www.linkedin.com/in/fidelis-okoro)

Share your website, campaign or growth goal
and I'll suggest the next practical step.

