



CYNTHIA ADEDIRAN

DIGITAL MARKETING & SEO STRATEGIST

CONTACT

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PROFILE

Seasoned Digital Marketing Strategist with over 4 years of experience in search advertising, social media marketing, SEO, website design, multimedia content creation, and digital advertising operations. Proven track record in driving brand growth and engagement across the tourism, entertainment, and media sectors. Seeking to leverage strategic insights and technical skills to lead digital initiatives

WORK EXPERIENCE

SparksAI Consulting

DEC 2024 - FEB 2025

SEO Strategist (Freelance)

- Designed company website in WordPress.
- Developed and implemented comprehensive SEO strategies.
- Conducted comprehensive keyword research and implemented on-page and off-page SEO strategies with SEMRush and Ahrefs.
- Optimised website architecture and content structure to improve crawlability and indexing with Screaming Frog.
- Setup and analysed metrics using Google Analytics and Google Search Console.

Diixa Digital

APRIL 2023 - JULY 2024

Digital Marketing / SEO Strategist

- Managed and optimised PPC campaigns, achieving a 20% reduction in cost per acquisition (CPA) and a 25% increase in ROI.
- Developed and executed social media strategies for 8 clients that expanded follower base by 60% and doubled their engagement rates within one year.
- Conducted comprehensive keyword research and implemented on-page and off-page SEO strategies, resulting in a 40% increase in organic traffic within six months.
- Optimized website architecture and content structure to improve crawlability and indexing, achieving a 25% boost in page rankings for targeted keywords.

Wave Media and Talent Services Ltd

June 2021 - April 2023

CEO and Digital Marketing Manager

- Developed and executed comprehensive digital marketing strategies that increased organic search traffic by 40% and improved conversion rates by 25%.
- Managed multi-channel social media campaigns, achieving a 50% increase in follower engagement and brand awareness.
- Monitored and analyzed website performance using Google Analytics, Google Search Console, and SEMrush, identifying areas for improvement and implementing data-driven strategies to achieve business KPIs.
- Implemented SEO best practices to attain top rankings for targeted keywords, resulting in a 50% rise in website traffic.
- Led website design and maintenance projects on Wordpress, optimizing user experience and driving a 30% increase in user retention.
- Created SEO-friendly content strategies, including blogs, landing pages, and metadata optimization, contributing to a 20% increase in lead generation.
- Utilized social media scheduling tools to streamline content management and maximize campaign efficiency by 30%.

WORK EXPERIENCE

Book24.NG

JAN 2019 - JUNE 2021

Digital Marketing Executive

- Managed digital advertising campaigns across multiple platforms to achieve revenue targets.
- Optimized PPC campaigns, achieving a 30% decrease in CPA and a 40% increase in conversion rates through rigorous A/B testing and optimization strategies.
- Created SEO-friendly content strategies, including blogs, landing pages, and metadata optimisation, contributing to a 25% increase in lead generation.
- Conducted regular SEO audits to identify and resolve technical issues, such as broken links, duplicate content, and indexing errors, ensuring website health and compliance with search engine guidelines.
- Provided detailed monthly reports on SEO performance, including traffic trends, keyword rankings, and ROI, to key stakeholders and clients.

SKILLS

- Search Advertising (PPC/Social Media)
- Canva, MS Word, Excel, Adobe Premiere Pro
- SEO
- WordPress/Shopify/Wix
- Content Creation and Copywriting
- Content calendar
- Data Analysis & Reporting
- Project Management
- Keyword Research & Analysis
- Analytical Thinking
- Problem-solving and Communication skills

TOOLS & TECHNOLOGIES

- Ahrefs
- SEMrush
- Google Analytics
- Google Search Console
- Screaming Frog
- Yoast SEO
- WordPress
- SE Ranking
- Google Ads
- Microsoft Advertising
- Facebook Ads Manager
- Google Looker Studio
- Hootsuite
- Buffer
- Sprout Social
- Meta Business Suite
- Shopify
- Woocommerce
- Mailchimp
- HubSpot
- Grammarly
- Trello
- Asana
- Slack

EDUCATION

2012-2017

FEDERAL POLYTECHNIC NEKEDE OWERRI, IMO STATE, NIGERIA.

- Higher National Diploma in Food Technology

LANGUAGES

- English (Fluent)

CERTIFICATIONS

- Google AD Creative Certificate
Institution: Google Skillshop
- Hubspot Digital Marketing Certificate
Institution: Hubspot Academy
- SEO Certificate
Institution: Hubspot Academy
- Google Search Ad Professional Certificate
- Diploma in Digital Marketing
Institution: Google Digital Skills for Africa
- Certificate of Completion: SEO Masterclass
Institution: Udemy
- Social Media Marketing Certificate
Institution: Hubspot Academy

REFERENCE

Available upon request.