

JESSE – JOEL NZUMAFOR

Digital Marketing, Communications, Strategy Specialist

CONTACT:  +237 676 463 196,  Douala – Cameroon,  jnzumafor@gmail.com, [LinkedIn \(full job portfolio\)](#) | [Certifications](#)

PROFILE

Digital marketing specialist with 7 years' experience managing SaaS projects, agency experience, B2B and B2C. Strong analytical thinking and leadership skills proven by quantifiable outcomes for multiple organizations. Outside the box thinker, innovative, follow-through skills, sincere and honest, excellent communication skills, energetic, results-oriented leader.

JOB EXPERIENCE

Marketing Manager at Zumallo Agile Inc. | August 2023 – Present (*United States- Remote*)

- Managed a team of 6 marketing professionals responsible for driving traffic, leads, and revenue for the company's flagship online training program called Scrum Scenario Master, as well as the QueueSlot app
- Collaborated with the CEO to develop growth strategies and implemented digital marketing strategies that maximized impact with limited resources, resulting in a 35% increase in website traffic and a 25% growth in program enrollment over 12 months.
- Oversaw a digital marketing budget of \$27,000 and allocated resources efficiently across SEO, content creation, social media, email marketing, and lead generation campaigns
- Spearheaded the creation of high-performing digital content, including website design, SEO-optimized articles, LinkedIn posts, and promotional videos, which contributed to a 40% boost in organic search visibility.
- Organized webinar campaigns that generated over 2,500 qualified leads, with a 5% conversion rate to paid program enrollment.
- Leveraged PR outreach to secure featured placements in 8 major American publications, driving an additional 15% increase in website traffic.
- Utilized data-driven decision making to continuously optimize marketing efforts, leading to a 20% improvement in marketing campaign ROI.

Project and Operations Manager at Zumallo Agile Inc. | August 2023 – Present

- Recruited 14 employees and built a high-performing software development and marketing team from the ground up for the QueueSlot app project.
- Conducted interviews, extended offer letters, and onboarded new hires.
- Provided ongoing management and support to ensure the team was operating at their best, including clarifying tasks, resolving disputes, and approving time off requests.
- Prepared payroll and salary payments for the team.

Product & Marketing Consultant, Versoni Consultancy Ltd | Nov 2022 – Jan 2024 (*SaaS Consultancy*)

- Manage end-to-end product development SaaS platforms. Drove product strategy and roadmaps for web platforms catering to SMBs.
- Conducted market research, competitor analysis, and user interviews to guide product development.
- Created marketing assets including brochures, website copy, presentations. Developed digital marketing strategies.
- Acted as liaison between clients, developers, and stakeholders.
- Worked closely with designers and developers to conceptualize and build new features.

SEO Senior Executive at Blue Window Ltd | June 2021 – November 2022

- Optimized 90+ casino and gambling web pages bi-weekly by improving on-page elements, resulting in 1st page Google rankings. Keyword Improved page content and meta descriptions to boost click-through-rate.
- Created backlinks, PBN sites and SEO strategies increasing organic traffic by 20% in 6 months.
- Used Ahrefs and other tools to identify high-value link-building opportunities. Monitored search ranking positions and traffic metrics using SEO analytics.

Lead Marketing & Communications at Ecobank Cameroon | Feb 2022 – May 2022

- Responsible for all communication on social platforms for Ecobank Cameroon reporting to Head of Marketing.
- Created marketing strategies online and offline for the bank's digital products.
- Responsible for working with outsourced agencies to implement marketing plans.
- Attended meetings with managements, presented reports and marketing proposals for different product departments.
- Created and supervised monthly content strategy and plans.

- Created content (including graphic) and social copy for social platforms
-

CORE COMPETENCIES

— Ecommerce & Email Marketing

Brevo, Zoho Mail, HubSpot & MailChimp, WordPress

— Design

Adobe Photoshop, Illustrator, Premiere Pro

— Project Management

Jira , Click Up, Excel, PowerPoint

— PPC & Social Media Campaigns

Hootsuite, Social Pilot, Meta Business, google analytics, Ads

— Search Engine Optimization

Ahref, Uber Suggest, Google Search Console, On/offsite SEO

— Coding Skills

JavaScript, Ruby On Rails, HTML, CSS, SQL

EDUCATION

- CIM Level 6 Professional Diploma in Digital Marketing, Intel University Kenya (**Bsc. Digital Marketing Equivalent**)
- HND Diploma in Business Management & Marketing, Catholic University Institute Buea