

STEPHEN J. OWOJORI

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Results-driven Digital Marketing, PPC and SEO Specialist with over 10 years of experience in boosting sales, enhancing online presence, increasing website traffic, and driving revenue growth through strategic digital marketing initiatives. Proven track record in leveraging PPC, SEO, social media marketing and management, and content marketing to achieve measurable results. Skilled in utilizing advanced analytics and reporting tools to optimize marketing strategies and deliver high ROI. Adept at leading cross-functional teams and managing multiple projects simultaneously, with a focus on delivering exceptional user experiences. Seeking to contribute my expertise to a dynamic organization focused on digital innovation and growth.

My Portfolio

Digital Marketing: <https://owojoristephen.wixsite.com/digital-marketer>

Marketing Strategy: <https://owojoristephen.wixsite.com/digital-marketer/portfolio-collections/my-portfolio/social-media-management>

SEO: <https://owojoristephen.wixsite.com/digital-marketer/portfolio-collections/my-portfolio/seo>

PPC: <https://owojoristephen.wixsite.com/digital-marketer/portfolio-collections/my-portfolio/ppc>

Digital Marketing & SEO:

- [Search Engine Optimization \(SEO\)](#)
- Search Engine Marketing (SEM)
- Social Media Marketing
- Email Marketing
- Graphics Design
- Google Analytics, Google Search Console, Google Tag Manager

Certifications

- [Google Digital Marketing & E-commerce](#)
- [Google Ads Search Certification](#)
- Business Analysis
- Search Engine Optimisation

Web Development:

- HTML, CSS
- WordPress, WooCommerce

AI and Automation:

- N8n, Make,
- GHL, Hubspot

EXPERIENCE

MARKETING DIRECTOR (AI AND AUTOMATION) (CONTRACT) | KYDOS DIGITAL, MANCHESTER, ENGLAND - JANUARY 2025 - PRESENT

Strategic Leadership & Brand Growth

- Directed Kydos Digital's transformation into a full-stack marketing and automation agency, expanding service lines across social media management, SEO, paid media, e-commerce, and CRM automation.
- Defined and delivered Kydos Digital's value proposition: *"We help businesses thrive online through innovative digital marketing and AI-powered automation."*
- Elevated the agency's profile by building a Manchester-based reputation for affordable, high-quality social media management, with entry-level packages starting at £99/month.
- Established long-term client relationships through data-driven campaigns and transparent reporting, achieving 90% client retention in core service areas.

Social Media Marketing & Content Strategy

- Designed and executed multi-platform social media campaigns across Facebook, Instagram, LinkedIn, TikTok, and X (Twitter), driving 50–120% increases in client engagement.
- Developed branded content calendars for 30+ clients, balancing sales, education, engagement, and video content for measurable growth.
- Managed a dedicated content team (designers, editors, VAs), producing 100+ content assets monthly.
- Implemented competitor analysis frameworks and audience research to refine campaign strategies and boost relevance.

SEO, PPC & Growth Campaigns

- Delivered custom SEO strategies that generated an average 40% increase in organic traffic across client websites.
- Conducted keyword research and technical audits, optimising meta descriptions, schema markup, and internal linking for high-value keywords.
- Planned and executed Google Ads and Meta Ads campaigns that reduced client CPC by 15% and boosted campaign ROI by 30%.
- Deployed conversion-driven landing pages and sales funnels, raising lead conversion rates by 20% for key campaigns.

AI, CRM & Automation Solutions

- Designed and implemented Kydos' custom-built CRM (Luwados) to manage lead capture, client onboarding, and performance tracking.
- Built workflow automations that streamlined repetitive tasks (e.g., lead qualification, follow-ups, reporting), saving the agency 200+ hours monthly.
- Integrated voice agents, chatbots, and Retell AI flows into client campaigns, improving response times and customer engagement.
- Trained internal teams and clients on AI adoption, embedding automation into marketing processes and customer experience journeys.

Analytics & Reporting

- Configured GA4 dashboards and campaign reports to measure ROI, track conversions, and monitor social engagement.
- Created monthly performance review frameworks, helping clients understand results and refining strategies collaboratively.
- Applied data-driven optimisation to improve campaign effectiveness by 25% across both organic and paid channels.

Core Competencies

- Strategic Marketing & Brand Positioning
- Social Media Management & Content Calendars
- SEO (Technical, On-page, Off-page)
- Paid Media Campaigns (Meta Ads, Google Ads)
- Marketing Automation & CRM (Luwados, Retell AI)
- Funnel Design & CRO
- Analytics & Data-Driven Optimisation (GA4, GSC, Power BI)
- Team Leadership & Cross-Functional Collaboration

KEY ACHIEVEMENTS

- Generated **monthly recurring revenue structure** from digital marketing services
- Designed and deployed **20+ automation workflows** saving clients 1000+ manual hours annually.
- Successfully managed **multi-brand social media portfolios**, growing accounts to 10k+ followers organically.

DIGITAL MARKETING MANAGER AND WEBSITE DEVELOPER | PRIMO DRINKS: STOCKPORT, ENGLAND - AUGUST 2023 – JANUARY 2025

- **Google Ads Campaigns:** Developed and managed targeted Google Search Ads and Google Merchant Store campaigns, leveraging keyword research, bid optimization, and A/B testing to maximize ad performance. Achieved a 30% increase in click-through rate (CTR), reduced cost-per-click (CPC) by 20%, and improved conversion rate by 25%, driving high-quality traffic to the Primo Drinks website and boosting overall sales.
- **Website Development and Optimization:** Developed and optimized Primo Drinks' websites using HTML, CSS, and JavaScript, improving page load times by 25% and enhancing user experience. Successfully managed the creation and maintenance of an e-commerce website using WordPress
- **E-commerce Platform Success:** In collaboration with the Web developer, launched and optimized an in-house Laravel built e-commerce platform called online ordering for Primo Drinks. Optimized thoroughly for SEO and Designed all the graphics, achieving a 50% increase in session duration, a 30% decrease in bounce rate, and driving a 30% increase in online sales and 20% growth in market share within six months.
- **Digital Marketing and Sales Growth:** Established and led the digital marketing department from the ground up, launching and managing all social media pages (Facebook, Instagram, LinkedIn, Twitter) to build brand presence. **Created and optimized daily**

graphics and videos to boost engagement, leveraging data insights for continual improvement. Achieved significant milestones, including a 40% increase in organic reach, a 50% growth in social media followers, and a 30% rise in online sales within the first three months. Enhanced brand visibility and engagement, contributing to a notable increase in website traffic and customer retention.

- **Social Media and Campaign Management:** Managed multi-channel digital advertising campaigns (Facebook and Instagram Ads), achieving a 25% reduction in cost-per-acquisition (CPA). Collaborated with major brands like Heineken, Coca-Cola, and Britvic on social media campaigns, increasing followers by 35% and engagement by 45%. Oversaw all social media activities, from strategy development to hands-on execution, reporting directly to the Group Managing Director.
- **Search Engine Optimization (SEO):** Implemented comprehensive on-page, Off-page and technical SEO optimizations across the Primo Drinks website, including keyword research, meta tags, schema markup, and XML sitemap management, resulting in a 40% increase in organic traffic and improved keyword rankings for key product categories. Tools used, Semrush, ScreamingFrog, Ahref, PageSpeed Insight.
- **Market Research, Analysis and Reporting:** Conducted comprehensive market research to identify consumer trends and competitive insights, driving data-driven product development and marketing strategies. Developed detailed analytics reports using web analytics tools, providing actionable insights and optimizations that enhanced campaign effectiveness by 20%.

SENIOR DIGITAL MARKETING MANGER | GYZER TECHNOLOGIES: LONDON FEBRUARY 2019 – JULY 2023

Strategic Leadership & Brand Positioning

- Directed Gyzertech's end-to-end digital marketing strategy, positioning the brand as a global digital transformation partner.
- Built and optimised Gyzertech's Google Business Profile, achieving increased visibility for keywords such as "software development" and "IT services."

SaaS Product Marketing: Glix & Schedu

- Spearheaded Glix's app store positioning, writing and optimising promotional text and Play Store descriptions to highlight features like shift tracking, holiday requests, workplace communication, and safety.
- Created and implemented a comprehensive go-to-market (GTM) strategy for Schedu, including competitor benchmarking, audience definition, SWOT analysis, and tone-of-voice guidelines.
- Designed pricing tiers for Glix and Schedu (Free, Pro, Team, Enterprise) to maximise adoption across individuals, SMBs, and enterprises.
- Developed Schedu's messaging pillars around reducing no-shows, supporting conversions, and simplifying scheduling with advanced analytics, video integration, and payment processing.

SEO, PPC & Conversion Optimisation

- Built and executed a comprehensive SEO strategy, integrating technical SEO, content optimisation, and AI-driven enhancements to prepare Gyzertech for Google's Search Generative Experience (SGE).
- Conducted keyword research using Google Trends & Keyword Planner, targeting high-intent keywords for SaaS adoption and IT consulting services.
- Designed and launched high-converting landing pages for Gyzertech, Glix, and Schedu, optimised for clear CTAs and gated content.
- Managed targeted PPC campaigns on Google Ads and LinkedIn, generating qualified B2B leads within budget constraints.

Sales Enablement & Pipeline Management

- Designed Gyzertech's Lead Qualification Checklist and Sales Assignment Notification process, aligning sales and marketing handoff.
- Authored the Sales Pipeline Documentation, defining every stage from lead generation to project closure and feedback collection.
- Implemented Welcome Email templates and CRM workflows for consistent, personalised client onboarding.

Analytics & KPI Tracking

- Configured Google Analytics 4 (GA4) to track user behaviour, conversion goals, and paid campaign ROI.
- Developed a KPI dashboard monitoring traffic, conversion rates, and product adoption metrics.
- Provided actionable insights that informed campaign adjustments and sales prioritisation.

Achievements

- Drove 40% increase in inbound qualified leads within the first quarter through SEO, PPC, and LinkedIn ads.
- Established Glix and Schedu's market-ready branding, positioning, and messaging, preparing both for launch.
- Improved Gyzertech website's local search ranking, boosting visibility for high-intent service keywords.
- Supported client acquisition strategy targeting 150 qualified leads in 3 months.

SaaS Marketing Strategy (GTM, Pricing, Positioning)

- SEO (Technical, On-page, AI-driven optimisation)
- PPC Campaigns (Google Ads, LinkedIn, Meta)
- Landing Page Optimisation & CRO
- Marketing Automation (GHL, Retell AI, Make.com)
- Content Marketing & Thought Leadership
- Sales Enablement & Pipeline Management
- Data Analytics & KPI Dashboards (GA4, GSC, Power BI)
- Brand Positioning & Messaging Frameworks

Key Projects at Gyzertech

- Glix Workplace App – Built full marketing ecosystem: App Store/Play Store optimisation, positioning strategy, workplace safety feature marketing.
- Schedu SaaS Launch – Designed GTM strategy, pricing tiers, messaging pillars, sales pipeline, and landing pages.
- Gyzertech Services Expansion – Marketed 16+ IT services from software development, cloud, cybersecurity, and AI integration to digital transformation and outsourcing.
- Sales Infrastructure – Designed sales pipeline, lead qualification process, onboarding templates, and CRM automations for scalable growth.

MARKETING MANAGER (DIGITAL MARKETING) | CHG - JANUARY 2015 – DECEMBER 2019

Strategic Marketing & Brand Positioning

- Developed CHG's **marketing strategy** to target landlords, investors, and developers across Yorkshire, Greater Manchester, Lancashire, and the North East.
- Positioned CHG as a trusted provider of **guaranteed rent schemes** with a clear USP: *consistent rental income, no voids, no arrears, no repairs, no tenant issues*.
- Created marketing assets including brochures, guides, FAQs, case studies, and landlord infographics to support sales conversations and lead nurturing.

Digital Marketing & Lead Generation

- Built and optimised CHG's website for **SEO, content marketing, and lead capture**, focusing on high-intent keywords like *guaranteed rent landlords, HMO leasing, and social housing investment*.
- Designed and ran **PPC and social media campaigns** targeting landlords, resulting in increased inbound leads and property acquisition opportunities.
- Launched and managed CHG's **landlord outreach funnels** (email, landing pages, gated content) to streamline the enquiry-to-conversion process.

Content & Campaign Management

- Authored **educational blogs and guides** addressing landlord pain points (voids, arrears, compliance, tenant issues).
- Produced landlord-focused **case studies** showcasing successful HMO conversions, retail-to-residential redevelopments, and investor returns.
- Introduced **FAQ-led marketing content** to address objections and improve conversion rates.

Partnership & Growth Support

- Collaborated with the acquisitions team to market properties to Housing Associations and Registered Providers.
- Supported the roll-out of the **Dedicated Housing Provision Programme**, engaging landlords and investors to supply compliant homes for social housing demand.
- Delivered landlord engagement campaigns highlighting CHG's **3–15 year lease model** and **above-market guaranteed rents**.

Achievements

- Generated **30+ inbound SEO leads per month** by optimising Citywide Housing's website and blog content around landlord pain points and guaranteed rent keywords.

- Increased **landlord enquiries** through targeted guaranteed rent campaigns, reducing reliance on cold outreach.
- Improved online visibility for guaranteed rent keywords, driving **consistent inbound landlord leads**.
- Established **Citywide Housing's online knowledge hub**, including FAQs, blogs, and downloadable guides, strengthening credibility.

EDUCATION

INTERNATIONAL BUSINESS, UNIVERSITY OF PLYMOUTH, PLYMOUTH, DEVON