

Daniel Nwidebari

Marketing & Data analyst

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SUMMARY

utilizing creative marketing strategies and perceptive analytics to plan SaaS companies' growth journeys strategically.

I am interested in analyzing industry trends and consumer behavior, and I specialize in developing innovative marketing plans that provide measurable outcomes.

I'm fascinated by the relationship between creativity and data.

EXPERIENCE

PuzzleFit.ai — *Data entry and Lead generation.*

- Generated leads for ICP companies with vacancies aligned to our services.
- Scraped Data of ICP from various job boards and platforms.
- Organized and maintained detailed records of ICP data and contact information in Excel.

Latoken CEX — *SDR-Listings*

- Generated leads for ICP Web3 companies aligned to our services.
- Organized and maintained detailed records of ICP data and contact information in Excel.
- Developed and executed Outbound marketing sequences, including segmentation and A/B testing.

EDUCATION

University of PortHarcourt

Bsc. Industrial Chemistry

SKILLS

Copywriting • Content Marketing • CRM Negotiation
• Business Development • Communication • Digital Marketing • Market Research
• Outbound Campaign • Data Entry • SQL • Excel • Data Visualization • Tableau • Extract, Transform, Load (ETL)

LICENSES & CERTIFICATIONS

Digital Marketing - HubSpot Academy

Issued Oct 2023 - Expires Oct 2024(758380c064864343a652462becc8b98e)

Email Marketing - HubSpot Academy

Issued Oct 2023 - Expires Nov 2025(cace85e4898643dd9d45c870e31972be)

Inbound Sales - HubSpot Academy

Issued Oct 2023 - Expires Oct 2025

Data Analytics Essentials - Cisco