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SUMMARY

Performance Marketing and Growth Leader with 10+ years of experience owning paid acquisition and funnel performance across the US, Canada, UK, and Africa. Led end-to-end acquisition systems across Meta, Google, and LinkedIn, managing budgets, optimizing CPL/CPA, and improving funnel conversion from click to qualified application or lead. Experienced in capacity-aware growth, experimentation, and managing small content teams to sustain predictable, high-quality pipeline flow. Seeking a hands-on Performance Marketing Specialist role with full ownership of paid acquisition, CAC, and funnel outcomes

CORE COMPETENCIES

- **Growth & Performance Marketing:** Demand Generation | Lead Generation | Funnel Strategy | Multi-Touch Attribution | Funnel & Pipeline Management | CPL / CAC Optimization
- **Paid Media & Analytics:** Google Ads | Meta Ads | LinkedIn Ads | GA4 | Google Tag Manager | Data Analysis | Budget Management (\$10k+/mo)
- **Marketing Automation & CRM:** HubSpot | Zoho CRM | Marketo | Mailchimp | Lead Scoring | Lifecycle Nurturing | Segmentation
- **Content & Digital:** SEO & Technical SEO | Content Strategy | Copywriting | Wordpress | Brand Positioning | AI Marketing Tools

PROFESSIONAL EXPERIENCE

Growth Marketing Lead | Olade Consulting (Remote, Canada)

Sep 2023 – Present | Full-time

- Owned paid and organic acquisition funnels across Meta and LinkedIn, driving consistent inbound leads/applicants aligned with internal capacity.
- Optimized lifecycle funnels (Zoho CRM, Mailchimp), improving conversion rates and sustaining 37–51% open rates and +25% CTR.
- Led funnel experiments across landing pages, copy, and creatives to improve efficiency and lead quality.
- Partnered with internal stakeholders to align campaign volume with operational throughput.

Performance Marketing Consultant | Bluecoral Healthcare (Remote, UK)

Jan 2025 – September 2025 | Contract

- Managed and owned paid acquisition across Google, Meta, and LinkedIn, managing ~\$5k/month in spend across multiple funnels achieving sustained positive ROI and improved lead quality.
- Doubled Facebook and Instagram followers (+200%) and lifted engagement +86.8% and profile visits +31.4% within 3 months.
- Produced 50+ brand collaterals in 3 months, strengthening visual identity and campaign consistency.
- Ran continuous A/B tests across creatives, audiences, and landing pages to improve full-funnel conversion.

Advertising Specialist | Exponential Media (Remote, USA)

Feb 2024 – Apr 2024 | Contract

- Owned paid acquisition across Google, Meta, and LinkedIn, managing ~\$10k/month in spend across multiple funnels.
- Delivered 2.1x blended ROAS while reducing CAC by 32% in 30 days through audience restructuring, creative testing, and CRO.
- Ran continuous A/B tests across creatives, audiences, and landing pages to improve full-funnel conversion.

Event Marketing Specialist | Big Cabal Media (Remote, Nigeria)

Feb 2024 – Mar 2024 | Contract

- Contributed to the strategic planning and execution of "Stringed Attached," a physical event with over 900 attendees.
- Collaborated with a 10-person specialist team to craft and manage all client-facing event deliverables, ensuring timely and successful execution.

Lead Digital Marketing Specialist | Pro Insight Consulting (Remote, Canada)

Apr 2023 – Dec 2024 | Full-time

- Grew social followers by 140% and boosted reach by ~200% across LinkedIn, Instagram, and Meta within 6 months.
- Drove 37–51% email open rates through segmentation and optimized deliverability.
- Designed collaterals, eBooks, and decks supporting sales and influencing new client wins.

Product Marketing Manager | Pharmarun (Remote, Nigeria)

Feb 2023 – Mar 2023 | Full-time

- Directed growth strategy across online/offline channels, achieving a 30% MoM uplift in Meta and LinkedIn performance.
- Led a 4-person team while collaborating with sales/BD to secure new B2B clients and partnerships, driving a 12% increase in weekly orders over 5 weeks.
- Boosted website traffic +37% weekly through targeted campaigns and engaging social content.

Founder & Marketing Director | Weuba Rock Property Brokerage. (Remote, Nigeria)

Jan 2020 – Nov 2022 | Part-time (Seasonal)

- Built and owned end-to-end acquisition systems, managing CAC, funnel performance, and sales cycles.
- Generated ₦200M+ GMV while balancing acquisition spend with team capacity and deal velocity.
- Hired and managed a team of 7 supporting marketing and operations.

Senior, Media Planner and Buyer (Station Manager) Deepvision (Lagos, Nigeria.)

Aug 2021 – Dec 2022 | Full-time

- Managed \$250K+ TV & radio media portfolio, delivering 100% of campaigns on time for 25+ brands.
- Negotiated with partners, cutting CPM/CPA by 12% and optimizing TRPs/GRPs for reach and frequency.
- Grew social presence from 0 to 1,040 Facebook and 9,000 Instagram followers in 12 months.
- Revamped website, improving UX and boosting conversion rates by 17%.
- Developed email sequences driving +15% quarterly engagement.
- Led a 4-person team, surpassing sales and marketing targets.

Earlier Roles

- **Digital Marketing Specialist** — [Kelsey Greene Properties \(2020–2021\)](#): Generated high-quality leads via Facebook/YouTube Ads; automated nurture campaigns via email/SMS.
- **Business Development Executive** — [Infinity Payment Card Ltd \(2018–2020\)](#): Expanded into 5 states, securing company's largest-ever deal and delivering sustained revenue growth.
- **Project Manager** — [DLW Anglican Communion \(2016–2017\)](#): Delivered multipurpose hall project on-time and within budget.
- **Social Media Coordinator** — [Yookos Inc \(2015–2016\)](#): Boosted app downloads and user engagement with social and email campaigns.

Education

Federal Polytechnic Oko, Anambra

- Higher National Diploma (HND), Accounting, 2018
- National Diploma (ND), Accounting, 2014

CERTIFICATIONS

- Google Ads Certification (Search), 2025
- HubSpot Academy: Inbound Marketing & Social Media Strategy, 2022
- Google Data Analytics Professional Certificate, 2022
- IBM Developer Skill Network: Introduction to Data Science, 2021