

# RICHARD, ASHU TAKU

DIGITAL MARKETER | MARKETING EXEC

## CONTACT

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Peterborough, UK

## SKILLS

SEO  
Content Writing  
Marketing Analysis  
Marketing Reporting  
Google Analytics  
Copy Writing  
Keyword Research  
Business Analysis  
Data Studio

## EDUCATION

### MSc Marketing Communications

Ulster University, London  
2020 - 2022

### MBA Strategic Management

Pan African Institute for Dev't  
2015 - 2018

### BSc Management

University of Buea, Cameroon  
2012 - 2015

## PROFILE

I am flexible, reliable and possess excellent time management skills. I am enthusiastic, self-motivated and responsible. I have a passion for marketing and digital services. I take a proactive approach to problem solving and keep current with changing industry trends. I work in a team or with my own initiative.

## WORK EXPERIENCE

### Marketing Executive (Digital)

Encocam LTD, Huntingdon **June, 2020 - Current**

- Creating marketing content calendar for B2B brands.
- Creating visual content for marketing social media.
- Writing SEO friendly articles for websites.
- Developing marketing strategies in line with business objectives for 6 B2B brands.
- Monthly marketing reports to track performance.
- Liaising with production and manufacturing department to determine marketable content.
- Creating marketing plans for company events.
- Working with motion designer to develop consumer friendly products for social media.
- Monitoring marketing progress through Google analytics and Hootsuite.
- Data reporting with use of Google data studio

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## EXPERTISE


- Google Analytics
- Hootsuite
- Google ads
- Ahrefs
- Canva
- SEMrush
- Adobe XD
- Figma
- Wix web design
- Wordpress web design


## LANGUAGES

English   
French 


## REFERENCES


### Christopher Hartley

 07727 021927

 chris.hartley@encocam.com

### Jerry Calhoun

 07307 096142

 calhounjerry21@gmail.com

## WORK EXPERIENCE

### Digital Marketer

S Dispatch LTD, Pboro

**Jan 2021 - May 2022**

- Developed cross functional marketing plans.
- Designed basic graphics and visual for social media.
- Built social media presence and increased followings.
- Created marketing copy for social media.

### Digital Marketing Intern

Visionary Technologies, Cmr

**Feb 2018 - Sep 2020**

- Social media content creation.
- Social media pages management and updating.
- Monthly analysis of social media pages.
- Article and SEO content writing for websites.