



Ekokotu Emmanuel Eguono

✉ hi@contentbynuel.com 🌐 contentbynuel.com

in [Ekokotu Emmanuel Eguono](#)

Profile

Creative marketing manager with experience helping blockchain-enabled companies break into their target audience across the B2B and B2C markets without nerding out. My strategies allow potential users better understand the product in its most basic form while still allowing the project founders execute their innovative ideas.

Work Experience

Blockchain-Ads / 2024 - Present Chief Marketing officer

- Planned and executed brand partnership campaign leading to over 40+ collaborations
- Set up and oversaw social media team to maintain brand awareness and boost social signals
- Planned and published email marketing campaign resulting in over 6200+ subscribers

Blockchain-Ads / 2023 - 2024 Head of Content

- Conducted extensive keyword gap analysis to uncover 1300+ relevant keywords
- Lead a team of writers to produce SEO-optimized articles
- Grew organic traffic through keyword expansion and content optimization

EbuteMetaverse/ 2022 - 2023 Marketing Manager

- Planned and executed online and physical marketing campaigns to boost local brand awareness
- Grew organic traffic to over 6,000 monthly visitors through SEO
- Managed website and social team to maintain brand voice across all platforms

GorillaZap / 2022 - Present SEO Strategist

- Oversee SEO strategy and content for GorillaZap's portfolio
- Manage SEO campaigns for 4 client websites by creating optimized content and executing link building outreach

Expertise

- Digital marketing strategy (social media, email, paid advertising)
- Strategic SEO solutions (technical audits, content optimization)
- Content creation (blog posts, case studies, whitepapers, social media)
- Website development and optimization (WordPress)
- Analytics and performance reporting (Google Analytics)

Project

Ebutemetaverse

A Web3 educational blog aimed at leveling the entry barrier for newbies and non-crypto natives

- Built an intuitive layout for the website on Wordpress to allow for smooth navigation better user experience
- Partnered with local Web3 conferences to increase brand awareness.
- Executed SEO strategy to achieve over 6,000 organic monthly visitors and over 65% returning visitors.