

# Eugene Cudjoe

Digital Marketer | SEO Analyst | Content Writer | Salesforce Certified Professional

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## PROFILE

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With over 6 years of experience, I specialize in driving organic growth through tailored SEO strategies and engaging content. My expertise spans on-page and technical SEO, content strategy, and social media management, delivering results for industries including B2B, e-commerce, SaaS, and education.

## PROFESSIONAL EXPERIENCE

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### Operations Manager

*Naplens Digital*

10/2025 – Present

Accra, Ghana

- Oversee day-to-day agency operations, managing workflows, client delivery, and team performance across multiple digital service lines.
- Coordinate project pipelines for local and international clients, ensuring on-time delivery and quality standards.
- Managed a diverse portfolio of clients across real estate, consulting, and trading industries.
- Built and optimized internal processes to scale service delivery efficiently across SEO, content, and digital strategy functions.

### Digital Services Specialist

*Whizzy Innovation Hub*

02/2021 – 10/2025

Kumasi, Ghana

Whizzy Innovation Hub is a digital skills training provider that uses innovative tools and resources to economically empower the lives of youth, women, and startup entrepreneurs.

- Crafted 700+ SEO-optimized articles on various themes, helping the company generate over \$30k on Fiverr.
- Provided supervisory role to 10 content writers, ensuring content produced is of high quality and adherence to organizational standards, resulting in a 30% improvement in content engagement metrics.
- Trained and mentored 8 new content writers on SEO best practices and content optimization techniques, leading to a 25% increase in team productivity

### Guest Instructor & Supervisor for the GROW Program

- Served as a Guest Instructor for the SEO Content class, where I taught technical seo, content optimization techniques, keyword research strategies, and how to build an effective online portfolio.
- Collaborated with the team to develop and design a comprehensive digital marketing curriculum for the GROW Digital Marketing Program, funded by Mastercard Foundation.
- Supervised a team of five female SEO content writers, providing constructive feedback, resolving challenges, and ensuring high-quality deliverables—resulting in improved client satisfaction through enhanced content performance.

- Participated as a panelist in the Generation Digital Marketing Careers discussion, sharing industry insights, essential skill sets, and career development strategies for aspiring digital marketers.

### **SEO Analyst**

*Search Leads Agency*

07/2024 – 09/2024  
Canada

Search Leads Agency empower businesses to achieve online success by delivering cutting-edge SEO solutions driven by the latest advancements in technology and AI.

- Conducted comprehensive keyword research using tools like Ahrefs, Semrush, and Moz to identify high-potential opportunities
- Performed in-depth competitive analysis to uncover content gaps and areas for improvement
- Crafted and optimized blogs using advanced SEO techniques to boost search engine rankings
- Monitored and analyzed key SEO metrics, including organic traffic, conversion rates, and user engagement

### **Freelance Presentation Designer**

*Fiverr International*

07/2022 – present  
California, USA

- Have designed over 250+ presentation slides for coaches, entrepreneurs, and educators. Some notable clients work at World Intellectual Property Organization (WIPO), Brown University, JPCann & Associates, LegalShield, Marisol, and Founderville

### **Programs Coordinator**

*eJobsAfrica*

07/2021 – 07/2022  
Kumasi, Ghana

eJobsAfrica provides digital outsourcing services to help busy professionals, entrepreneurs, coaches and course creators become more productive. Services offered by eJobsAfrica are Virtual Assistant Services, Pay-Per-Task Services, and Done for you Funnels.

- Spearheaded the recruitment and onboarding of 25 highly skilled virtual assistants across diverse specializations
- Supervised the implementation of a comprehensive upskilling program for virtual assistants, leading to a 80% improvement in skill development.

### **Sales Executive**

*Glo Mobile Communications*

08/2020 – 07/2021  
Tarkwa, Ghana

- Single handedly recruited and trained 8 sales personnel's
- Grew the company's monthly revenue from 3 figures to 5 figures in 6 months.

### **Agriculture Extension Agent**

*Ministry for Food & Agriculture*

10/2018 – 10/2019  
Bogoso, Ghana

The Ministry of Food and Agriculture (MOFA) is the lead agency and focal point of the Government of Ghana, responsible for developing and executing policies and strategies for the agriculture sector within the context of a coordinated national socio-economic growth and development agenda.

- Delivered training sessions to 5 farmer based organizations (FBO's) on planting for food initiative.
- Single handedly collected over 2000 farmers database for the Planting for Food & Jobs Initiative

### **Teacher**

*Biringu Junior High School*

09/2017 – 08/2018  
Zebilla, Ghana

- Taught Mathematics and Science, coordinated monthly internal quizzes for students and provided mentorship sessions for the final year students

## EDUCATION

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**BSc Environmental Science**  
*University for Development Studies*  
Second Class Honours

08/2013 – 07/2017  
Tamale, Ghana

## CERTIFICATES

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**Salesforce Certified Associate**  
Salesforce Trailhead

**Digital Marketing Certified**  
HubSpot Academy

**Social Media Certified**  
HubSpot Academy

**Inbound Marketing Certified**  
HubSpot Academy

**Local SEO**  
Semrush Academy

## SOFTWARE & TOOLS

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### Website & Landing Pages

WordPress, Shopify, Wix, Systeme.io, Clickfunnels

### AI Content Writing

ChatGPT, Gemini, Microsoft Copilot, Groq, Autoblogging, Zimmwriter, Bramework, AgilityWriter, Perplexity AI

### Sales & CRM Software

Salesforce CRM, HubSpot CRM, Zoho CRM

### Content Optimization Tools

RankMath, Marketmuse, SurferSEO, Yoast SEO, Frase.io

### Data Visualization

Microsoft Power BI, Tableau, Microsoft Excel, Google Looker Studio

### Keyword Research

Google Keyword Planner, Ahrefs, Moz, Semrush, RankAtom

### Email Marketing & Automation

Mailchimp, Sendinblue, Convertkit, Clickfunnels, Klaviyo, Beehiv

### Project Management & Collaboration Software

Jira, Clickup, Trello, Asana, Monday.com, Slack, Notion, Google Workspace, Miro, Connectohub, Desklog.io

### Graphic Design Tools

Canva, Photoshop, Adobe Express, Figma

### Webmaster Tools

Ahrefs Webmaster, Google Search Console, Google Analytics

## REFERENCES

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**Patrick Quayson**, *Project Manager*, Whizzy Innovation Hub  
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**Professor Boateng Ampadu**, *Dean*, C.K Tedam University of Applied Sciences  
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