



Fredrick Eghosa

SEO Specialist

Lagos, Nigeria



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 [Linkedin](#), [Twitter](#)

Top Skills

SEO Strategy

Content Marketing

Technical SEO

On-Page SEO

Business Development

AI Visibility Optimization

Profile

I am a Results-driven SEO Specialist with 8+ years of experience driving between \$5m-\$10m in organic revenue growth for e-commerce and B2C / B2B SaaS companies across Nigeria, UK, Canada, and the US. In this time, i have built serious expertise in developing AI-driven SEO strategies that expands organic customer acquisition, reduce overall customer acquisition costs (CAC) and increase customer lifetime value (LTV).

Employment History

Head of Search, TheSpark Digital Tech - June 2022 - Date

I lead a team of SEO specialists to deliver revenue-focused SEO campaigns for clients across Nigeria and internationally.

Key Achievements

- Oversee end-to-end SEO strategy and execution for diverse client portfolio including Quay.com (USA), Organic Checkout (Canada) , BusinessFront (Techpoint Africa) and Altschool Africa and others.
- Develop and implement comprehensive SEO framework that identifies and fixes organic customer acquisition and revenue gaps for clients.
- Manage team performance and mentor SEO specialists on advanced keyword research, competitive analysis, and content optimization strategies and AI optimization.
- Created scalable SEO processes and workflows that enable consistent delivery of high-quality results across clients.
- Implement AI-powered content optimization strategies to improve organic visibility and search rankings

SEO Operations Lead, Optdigital Tech Limited, January 2017 – May 2022

I lead a team of SEO specialists to deliver revenue-focused SEO campaigns for clients across Nigeria and internationally.

Key Achievements

- started as a team member, grew to become the team lead and successfully managed and mentored a team of SEO specialists, establishing best practices for strategy development and implementation
- Increased client organic traffic by an average of 120% year-over-year through data-driven SEO strategies and technical optimization
- Developed scalable SEO processes that improved team efficiency and client results delivery

Digital Marketing Executive, Zuta.ng, May 2013 – January 2017

Part of the team that executed multi-channel digital marketing campaigns focused on driving traffic, engagement, and conversions for Nigeria's growing e-commerce sector.

Key Achievements

- Developed and executed integrated digital marketing campaigns across social media, email, and content marketing channels
- Worked with the team to Analyze campaign performance data to optimize for ROI, achieving 40% reduction in cost-per-acquisition
- Managed social media presence across platforms, growing follower base by 200%
- Collaborated with sales team to align marketing efforts with business objectives

Education

Product Management, Altschool Africa

Diploma

January 2024 – January 2025

Computer Science, University of Benin, Benin City

Bachelor Of Science

January 2005 – May 2010

Computer Engineering, University of Benin, Benin City

Diploma

January 2003 – December 2004