

MEBUNE ERIC JOE

Digital Marketing & E-commerce Specialist

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Professional Summary

A results-oriented Digital Marketer and E-commerce Specialist with strong freelance experience managing multiple brands and campaigns. Proficient in SEO, paid ads, Shopify, and performance tracking. Known for improving ROI through strategic digital execution and managing end-to-end e-commerce solutions.

Key Competencies

Search Engine Optimization (SEO) | Google Ads & Meta Ads | E-commerce (Shopify) | Email Marketing | Marketing Analytics | A/B Testing | Retargeting Campaigns | CRM Tools | Canva | Content Creation | Social Media Management | Google My Business Optimization

Professional Experience

Reach Max Agency — Marketing Manager & Digital Strategist • Led digital marketing efforts for multiple clients across industries. • Developed and executed SEO strategies, managed paid Google Ads campaigns (under \$10K/month), oversaw email marketing, managed clients' social media pages, and optimised their Google My Business listings. • Achieved a 35% increase in organic traffic, generated 4x ROI from ad spend, improved email conversion by 12%, and enhanced local visibility for clients.

Freelance / Remote | 2024 – Present

Offered full-service digital marketing strategies for clients and personal projects.

Executed SEO strategies, managed Google Ads (< \$10K/month), and email marketing.

Grew traffic by 35%, gained 4x ROI on ad spend, and increased email conversions by 12%.

Pet E-commerce Site— E-commerce Specialist • Oversaw e-commerce operations on Shopify to increase online sales. • Optimized product listings, ran Google Shopping/retargeting campaigns, improved UX. • Achieved 30% sales growth, 22% boost in repeat customers, and 15% increase in conversions.

Freelance Project | 2022 – 2023

Oversaw e-commerce operations on Shopify to increase online sales.

Optimized product listings, ran Google Shopping/retargeting, improved UX.

Achieved 30% sales growth, 22% boost in repeat customers, and 15% increase in conversions.

Projects & Websites

- <https://reachmaxagency.com> (Digital Marketing Agency) - <https://buymypetsupplies.com> (Pet E-commerce Site) - <https://education.reachmaxagency.com> (School Management SaaS)

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Education

Bachelor's Degree in Economics – University of Buea, Cameroon – 2018

Google Digital Marketing & E-Commerce Certificate – Coursera – 2024

Languages

English – Fluent German – Beginner