

# Emmanuel Ogheneovo Awefada

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Lead Funnel Architect | WebDesigner | Digital Marketing Strategist ✉ [awefadae@gmail.com](mailto:awefadae@gmail.com)  
[Portfolio](#) | [LinkedIn](#)

## Professional Summary:

I'm a hands-on digital strategist with 7+ years of experience blending web development, conversion-focused design, and marketing automation to drive measurable growth. I specialize in building high-performing sales funnels, crafting intuitive user journeys, and integrating CRM systems that scale. Whether it's designing responsive landing pages, mapping lifecycle email flows, or optimizing digital campaigns, I bring a full-stack mindset to every project. I thrive at the intersection of tech, design, and marketing, and I'm ready to help your team convert clicks into customers.

## Professional Experience:

### Lead Funnel Architect

**Kingdom Social Media, USA ( REMOTE ) | Aug 2023 – Present**

- Architected and deployed full-funnel strategies across multiple digital products, boosting qualified lead conversion by 28%.
- Designed responsive landing pages and onboarding flows using GoHighLevel, ActiveCampaign, and Zapier, reducing manual lead handling by 60%.
- Led web design efforts for client funnels, ensuring mobile-first layouts and optimized UX.
- Integrated CRMs like HubSpot and Keap to unify customer data and automate lifecycle marketing.
- Conducted A/B testing across web pages, email sequences, and checkout flows —resulting in a 35% increase in funnel ROI.
- Collaborated with designers and developers to align web development assets with behavioral analytics and CRO goals.

## Lead Funnel Architect (Promotion):

**My Funnel Team, USA ( REMOTE ) | Oct 2021 – Jun 2023**

- Launched over 25 high-performing funnel campaigns—including webinars challenges, evergreen flows, and product launches—driving a 40% average lift in marketing-qualified leads (MQLs).
- Used Funnelytics and Whimsical to visually map funnel flows for client approvals and team execution.
- Built automation sequences for lead scoring, follow-ups, and segmentation using ClickFunnels, Kartra, and Zapier.
- Mentored junior marketers and standardized funnel processes to improve delivery speed and quality.
- Audited funnel performance and implemented data-driven fixes to reduce drop-offs and improve conversion rates.

## Website Administrator & Growth Hacker

**My Funnel Team, USA ( REMOTE ) | Feb 2018 – Sep 2021**

- Managed high-traffic marketing websites, ensuring fast load times, responsive design, and seamless UX.
- Increased organic traffic by 40% through targeted SEO, technical optimization, and content strategy.
- Ran A/B tests using Google Optimize and Hotjar, improving on-page conversions by 18%.
- Developed and automated email nurture sequences to re-engage dormant leads, boosting reactivation by 22%.
- Executed growth hacking tactics like gamified lead magnets and exit-intent popups to accelerate acquisition.

## IT Sales Specialist

SOLOPhone, Nigeria | Jul 2016 – Dec 2017

- Delivered tailored B2B technology solutions through engaging product demos and strategic client consultations.
- Surpassed quarterly sales targets by translating customer pain points into actionable tech offerings.
- Built and nurtured post-sale relationships, ensuring long-term satisfaction through proactive support and follow-up.

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## Education

Professional Diploma in Information Technology (Software Engineering)  
National Institute of Information Technology (NIIT)

International Foundation Program in Creative Writing and Presentation  
Middlesex University, Mauritius

Modern JavaScript From The Beginning 2.0 — Certificate of Completion  
Traversy Media (online)

Digital Marketing and E-commerce — Certificate of Completion  
Coursera (online)

## Skills & Tools:

**Funnels & Automation:** ClickFunnels, GoHighLevel, Kartra, Thrive Architect, OptimizePress, EasyWebinar, Aevent, WebinarJam, Funnel Mapping (Funnelytics, Whimsical), Lifecycle Automation, Email Sequences, Lead Scoring, Dynamic Segmentation, CRM Integration (HubSpot, Keap, ActiveCampaign), Zapier, Make (Integromat), Calendly, Chatbot Funnel Design (ManyChat, Tidio), AI-Powered Automation (ChatGPT API, Durable AI)

**Tech Stack & Web Ops:** WordPress, JavaScript, React.js, Laravel, Python, RESTful API Integration, Domain/SSL Setup, Webhooks, Cloudflare, CDN Optimization, Landing Page Builders (Framer, Webflow), HTML/CSS

**Marketing & Growth Strategy:** Conversion Rate Optimization (CRO), A/B & Multivariate Testing, Paid Funnel Integration (Meta Ads, Google Ads), Behavioral Email Marketing, Webinar Funnels, Lead Magnet Strategy, Growth Loops, Customer Journey Mapping, Gamified Lead Gen, Digital Product Launch Strategy, Retargeting Strategy

**Analytics & Operations:** Website KPIs, Funnel Metrics, Google Analytics 4 (GA4), Heatmaps (Hotjar, Clarity, Mouseflow), Customer Data Platforms (Segment, RudderStack), Marketing Attribution Models, Automation Audits, SOP & Framework Development, Team Training & Process Scaling, Notion/ClickUp/Asana for PM, Strategic Funnel Reporting