

BLESSING-JEHOVA UBONG

Lagos, Nigeria | blessingmzbarb@gmail.com | <https://www.linkedin.com/in/blessing-jehova-ubong-22a34916a/> |

PROFESSIONAL SUMMARY

Results-driven marketing manager with over 8 years of experience driving growth for fintech, proprietary trading, and financial services brands across African and international markets. Proven expertise in brand positioning, regional expansion, partnership marketing, influencer management, lead generation, community building, and integrated campaign execution. Successfully generated over 30,000 leads, organized over 24 industry events and boot camps, scaled digital communities by over 247%, and led marketing initiatives across six African markets. Skilled at developing data-driven marketing strategies that strengthen brand presence, increase customer acquisition, and drive business growth.

CORE COMPETENCIES

- Growth Marketing
 - Brand Strategy & Positioning
 - Social Media Marketing
 - Partnership & Affiliate Marketing
 - Influencer Marketing
 - Community Building
 - Lead Generation
 - Regional Expansion
 - Campaign Management
 - Event & Webinar Marketing
 - Offline Marketing Campaigns
 - Competitor Analysis
 - Marketing Analytics
-

PROFESSIONAL EXPERIENCE

Marketing Manager (Senior Marketing Executive)

Audacity Capital | September 2025 – Present

- Contribute to the strategic growth and positioning of Audacity Capital within the proprietary trading industry.
- Played a key role in the restructuring and strengthening of the brand to improve visibility and market presence.
- Developed and executed growth-focused marketing initiatives across multiple channels.
- Supported regional expansion efforts through market research, competitor analysis, and strategic planning.
- Worked closely with Partnership Manager to improve partner onboarding processes and strengthen partnership performance.
- Collaborated across departments to deliver impactful campaigns, product launches, and promotional initiatives.

Key Achievements

- Increased Instagram audience by 247%.
 - Grew LinkedIn audience by 22%.
 - Increased X audience by 33%.
 - Contributed to the restructuring and optimization of the partnership ecosystem.
 - Supported strategic growth and expansion initiatives across key markets.
-

Head of Marketing, Africa

TenTrade | 2023 – 2025

- Led marketing strategy and execution across six African markets, driving customer acquisition, brand awareness, and business growth.
- Managed integrated marketing campaigns across digital and offline channels.
- Planned and executed large-scale offline marketing initiatives, including radio tours, billboard campaigns, seminars, and on-ground activations.
- Developed and managed relationships with affiliates, introducing brokers (IBs), influencers, and strategic partners.
- Led influencer marketing campaigns that increased brand visibility and audience engagement across the region.
- Organized trader boot camps, webinars, seminars, and community engagement programs.
- Managed regional marketing budgets and allocated resources to maximize campaign performance and return on investment.
- Conducted market research and competitor analysis to identify growth opportunities and strengthen market positioning.
- Led and mentored marketing teams while collaborating with leadership and business development teams to achieve commercial objectives.

Key Achievements

- Generated over 30,000 leads through integrated marketing campaigns.
 - Led marketing initiatives across 6 African markets.
 - Organized and executed 24 events, seminars, boot camps, and trader engagement programs.
 - Reached over 3,500 attendees through events and activations.
 - Delivered educational webinars with cumulative attendance exceeding 2,000 participants.
 - Grew YouTube subscribers by 250%.
 - Built Instagram presence from launch to 5,000+ followers.
 - Increased X audience by 175%.
 - Launched and grew the company's TikTok presence to 4,000+ followers.
 - Managed influencer partnerships that increased brand reach and community engagement.
 - Executed successful offline campaigns, including radio tours and billboard advertising across key African markets.
-

Earlier Experience

Marketing Consultant | Livenyce | 2025

Provided strategic marketing consultation, branding support, customer acquisition strategies, and digital marketing recommendations to support business growth.

Marketing Executive | TenTrade | 2023 – 2024

Managed lead generation campaigns, content marketing initiatives, customer engagement strategies, and marketing operations.

Digital Marketer | House of Wealth | 2023

Executed digital marketing campaigns, managed social media channels, and developed content strategies that increased audience engagement and brand visibility.

CERTIFICATIONS

- Digital Marketing Institute (DMI) – In View
- HubSpot Social Media Marketing Certification
- Effective Delegation – Udemy
- Delegation Mastery – Udemy
- Leadership Certificate

TOOLS & PLATFORMS

• Meta Business Suite • HubSpot • Canva • Microsoft Office Suite • CRM • Social Media Management Tools