

Chukwuemeka Kalu

Growth Marketing | Customer Acquisition · GTM · Lifecycle & Analytics

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📍 Lagos, Nigeria  emekalutm

PROFILE

Growth Marketer with 6 years of experience turning customer research and performance data into full-funnel acquisition systems across tech, marketplaces, fintech, hospitality, international education, and global mobility.

Comfortable owning growth end-to-end: setting targets, running experiments, managing marketing automation and lifecycle flows, and reporting results to stakeholders.

Proven record includes launching an early-stage niche marketplace to 390+ waitlist signups and 130 onboarded users, and redesigning an event acquisition funnel that grew annual attendance from ~800 to 5,650+ across 13 events.

SKILLS

Growth & Acquisition:

Growth marketing strategy · Customer acquisition · GTM strategy · Conversion optimization · Paid ads, SEO/AEO, email, social

Automation & Lifecycle:

Marketing automation tools & workflows · Email/CRM lifecycle campaigns · Lead nurturing & qualification

Analytics & Testing:

Marketing & web analytics (GA, GSC, Looker Studio) · Funnel analysis · A/B testing & experimentation · Performance reporting

Execution & Collaboration:

Project management · Cross-functional work with product, design & engineering · Partnerships · Market/competitor research

PROFESSIONAL EXPERIENCE

Growth & Content Lead

— Barta (Cosplay & Creator Marketplace)

03/2026 – 08/2026

Remote, USA

- Led growth and go-to-market initiatives for the marketplace launch across Instagram, Facebook, TikTok, and Discord, translating the value proposition into audience-specific messaging and CTAs.
- Planned and ran performance marketing campaigns across Meta and TikTok Ads, managing budgets, audience targeting, and creative testing to drive registrations and onboarding at efficient acquisition costs.
- Generated 390+ waitlist registrations and converted 130 founding users into the marketplace.
- Built and managed a founding Discord community of 130 sellers/creators
- Designed the acquisition funnel from social discovery → waitlist → onboarding → activation, testing hooks, creative formats, and CTAs, and using channel data and community feedback to inform weekly growth decisions.
- Established recurring reporting across reach, traffic, registrations, and onboarding to monitor the launch funnel and surface growth opportunities.

Growth Areas: Go-to-Market · Customer Acquisition · Community-Led Growth · Performance Marketing · Funnel Design · Experimentation · Performance Reporting

Growth Marketing & Lead Generation Consultant (Freelance)

— Rising Rev

2026

Remote

- Built the customer acquisition journey from prospecting → free audit → sales conversation → proposal → paid engagement, and a database of 200+ hospitality prospects segmented by acquisition readiness.
- Developed and tested landing pages, headlines, CTAs, and offer framing to improve conversion from prospect to qualified opportunity; built SEO site structures around local search intent.
- Developed and ran paid acquisition strategy across Google Ads (search, keywords) and paid social, audience segmentation, creative angles, and conversion objectives, with reporting on traffic, leads, conversion rate, and pipeline.

Growth Areas: Lead Generation · Funnel Design · CRO · SEO · Paid Acquisition · Conversion Tracking · Offer Strategy

Lead Digital Marketing Manager

— Maple Group of Companies

02/2024 – 04/2026

Remote

Led Digital Marketing and Growth across four brands with fundamentally different audiences: **Maple Education Canada** (Canada student recruitment), **Maple Canadian College**, **Mobility Options** (global mobility/relocation for high-net-worth professionals), and **Worldwide Integrated Network & Education** (US, UK, Europe & Australia student recruitment).

- Built audience-specific acquisition systems across SEO, Facebook, Instagram, LinkedIn, TikTok, email, events, and community, prioritized by audience behavior and commercial potential.
- Managed marketing automation and segmented lifecycle email journeys (welcome, nurture, re-engagement, consultation-focused), optimizing content and timing using performance data.
- Used Google Analytics and campaign reporting to track traffic, leads, conversions, and revenue contribution, informing monthly growth decisions across all three brands.
- Managed partnerships with sub-agents, Canadian institutions, schools, travel agencies, and financial institutions, including study-loan/Proof-of Funds partners, to create referral and co-marketing channels relevant to international mobility.
- Rebuilt the group's flagship Think Canada Fair from a single annual event into a network of events, growing attendance from ~800 to 5,650+ across 13 events, including expansion into Ghana.
- Contributed to 21% YoY revenue growth; increased Maple Education Canada leads by 52% and organic traffic by 165%; grew Mobility Options high-value leads by 38%; grew WINE enquiries by 45% and built an 850-member Facebook community from zero.

Growth Areas: Growth Strategy · GTM · Marketing Automation · SEO · Paid Acquisition · Lifecycle Marketing · Partnerships · Analytics · CrossFunctional Execution

ADDITIONAL CONTRIBUTIONS

- **Marketing Associate, Hype Partners (Web3 agency, 2022–2023)** — grew the founder's personal brand from ~500 to 10,247 followers organically in 16 months; generated 8 new clients through content and community-led acquisition
- **Lead Marketer (via Hype Partners), Nodus Protocol (2022–2023)** — built GTM and positioning for a new DeFi product; supported campaigns generating 8 tier-1 media placements and 15+ ecosystem features
- **Content Marketing Strategist, Sales School Africa (contract, 2023)** — built funnel-mapped content from awareness to enrollment
- **Social Media & Community Manager, Golibe (2021)** — Built an Instagram community from 0 to 20,000+ followers in 8 months
- **Content Writer & Contributor, Solana Superteam NG**
- **Content Curator, The Crypto Recruiters**

TOOLS

Analytics: Google Analytics · Google Search Console · Meta Business Suite/Ads Manager

Marketing & CRM: HubSpot · GoHighLevel CRM · Mailchimp · email marketing platforms & lead management workflows

Collaboration & PM: Slack · Jira · Notion · Google Workspace

Social & PR: Buffer · Hootsuite · Buzzsumo

Web & Content: WordPress/Elementor · Canva · Photoshop · CapCut · Premiere Pro

EDUCATION & CERTIFICATIONS

- **Product Launches Micro-Certification (PRLC)** — Product School (2025)
- **Crypto Marketing** — Third Academy (2022)
- **Direct Response Copywriting** — Nairaroad (2022)
- **Content Marketing Certification** — HubSpot Academy (2021)
- **Digital Marketing** — Digital Marketing Skill Institute (2021)
- **HND Accountancy** — Yaba College of Technology (2019)