



Rebecca Akparanta

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Gender: Female **Nationality**: Nigerian (Nigeria)

ABOUT ME

Accomplished Sales Development Representative with expertise in digital and social media marketing. Proficient in SEO, SEM, and analytics, I have a proven track record of driving successful LinkedIn campaigns, creating compelling content, and executing targeted advertising strategies. Recognized for generating high-quality leads, acquiring clients, and enhancing engagement, I am passionate about leveraging new technologies to deliver customized marketing solutions.

WORK EXPERIENCE

Motion (Creative Analytics) <https://motionapp.com/>

City: Toronto | **Country**: Canada | **Name of unit or department**: SALES & MARKETING

[02/2025 – 05/2025] **SDR Contractor**

- **Connection Path Identification**: Used TheSwarm.com to identify warm introduction paths via client connections based on ICP filters.
- **Connection Evaluation**: Evaluated connection quality by industry relevance, seniority, and company size.
- **Lead Enrichment**: Took on lead enrichment via Clay to support broader top-of-funnel strategy.
- **High-Trust Referrals**: Delivered work used by closers to generate high-trust referral intros with minimal friction.

Origins Consulting Group <https://originsconsultinggroup.com/>

Country: United States

[02/2024 – 04/2025] **Sales Development Representative (SDR)**

- **Full-Cycle Lead Management**: Owned the entire lead cycle, from generating leads and enriching through Clay to prospecting across LinkedIn and email with variant test copies, CTAs, and more.
- **High-Value Client Wins**: Closed multiple high-value clients, including Adobe (\$50k), Ally Bank, Regeneron, Lockton, and others.
- **Strategic Campaign Structuring**: Supported strategic campaign structuring and ICP refinement to accelerate enterprise closes.

LARGO FILMS <https://home.largo.ai/>

City: Lausanne | **Country**: Switzerland | **Name of unit or department**: SALES & MARKETING | **Business or sector**: Arts, entertainment and recreation

[08/2024 – 18/01/2025] **SDR Expert**

- **Lead Generation and Outreach:** Ran multichannel outreach (LinkedIn, email, phone) to book demos with AI-curious marketers and film teams.
- **CRM Management:** Managed CRM data hygiene to keep records accurate and pipeline healthy.
- **Communication Skills:** Built trust with leads through warm, professional follow-ups to increase conversion readiness.
- **Sales Expertise:** Applied proven SDR expertise to meet performance goals and contribute to campaign success.

Better Be Bold <https://adamfard.com/>

City: Vienna | **Country:** Austria | **Name of unit or department:** SALES & MARKETING

[06/2024 – 11/2024] **B2B Appointment Setter**

- **Social Media Management:** Managed and responded to messages in social media inboxes, ensuring timely and professional communication.
- **Prospective Client Outreach:** Reached out to potential clients through social media and other channels to initiate interest and engagement.
- **Appointment Scheduling:** Coordinated and scheduled consultations between prospective clients and the CEO, streamlining the appointment-setting process.
- **Lead Follow-Up:** Maintained engagement by following up with leads and prospects, ensuring timely responses, and nurturing relationships.
- **Organization and Coordination:** Applied strong organizational and time management skills to manage multiple tasks and deadlines effectively.

Selling to Executives <https://sellingtoexecutives.com/>

City: Paris | **Country:** France | **Name of unit or department:** SALES & MARKETING | **Business or sector:** Professional, scientific and technical activities

[16/11/2023 – 06/2024] **LinkedIn Sales Manager**

- **Targeted Executive Engagement:** Crafted and implemented a LinkedIn sales strategy focused on engaging C-level executives, significantly enhancing lead generation among top-tier decision-makers.
- **Optimized Use of LinkedIn Tools:** Expertly utilized LinkedIn Sales Solutions to identify and connect with high-value executive prospects, expanding the client base with influential industry leaders.

GLEAC <https://www.gleac.com/>

City: Dubai | **Country:** United Arab Emirates | **Email address:** rebecca@gleac.com | **Name of unit or department:** SALES & MARKETING | **Business or sector:** Education

Link <https://drive.google.com/drive/folders/1VBCN-YNIYPGcgiUBFMLFHgSbK2zpFdpc>

[11/2023 – 05/2024] **Communications Specialist + Marketing Ops (HubSpot)**

- **Content and Communication Excellence:** Effectively engaged with the target audience and reinforced brand messaging.
- **Network Expansion and Engagement:** Created multiple responsive landing pages, forms, and downloadable lead magnets to boost pipeline progression.
- **CRM Integration and Marketing Automation:** Seamlessly integrated CRM systems and automated marketing processes for streamlined workflow. I managed email drip sequences designed to nurture leads and boost conversions.
- **Performance Reporting and Monitoring:** Monitored and reported on marketing and sales performance. I designed HubSpot dashboards for real-time engagement tracking and performance reporting.
- **Compelling Brand Storytelling:** Skilled in crafting engaging narratives through engaging multimedia content. I utilized DaVinci Resolve and Adobe Premiere Pro to

produce compelling 2-minute videos and captivating branded content that resonated with audiences and enhanced brand visibility.

MapleDwell

Country: United Kingdom

[04/2023 – 10/2023] **LinkedIn Development Specialist**

- **LinkedIn Strategy Enhancement:** Spearheaded LinkedIn-based business development efforts, resulting in a 20% increase in B2B lead generation and partnership opportunities.
- **Analytics and Reporting:** Utilized LinkedIn analytics to refine marketing tactics, improving campaign effectiveness and driving targeted growth.

Avani Media <https://www.avanimedia.com/>

City: Nashville | **Country:** United States | **Business or sector:** Administrative and support service activities

[01/2023 – 07/2023] **Freelance LinkedIn Outreach Manager**

- **Enhanced Outreach Strategies:** Developed and executed effective LinkedIn outreach campaigns, resulting in a 40% increase in engagement with key industry influencers and potential clients.
- **Lead Generation and Networking:** Leveraged LinkedIn to identify and connect with potential leads, expanding the company's professional network by 25%.
- **Content Curation and Messaging:** Crafted personalized messaging and content that resonated with the target audience, significantly improving response rates and fostering meaningful connections.

CozyHome Mart

[2019 – 07/2022] **Entrepreneur / E-commerce Manager**

- **Launched and Managed Online Store:** Successfully established and managed CozyHome Mart, an e-commerce store specializing in home goods and decor.
- **Product Sourcing and Inventory Management:** Researched and sourced high-quality products from various suppliers, managed inventory levels to ensure product availability, and coordinated with suppliers to handle logistics.
- **Digital Marketing:** Developed and executed digital marketing strategies, including SEO, PPC, email marketing, and social media campaigns, to drive traffic and increase sales.
- **Customer Relationship Management:** Provided excellent customer service, handling inquiries, processing orders, and resolving issues to ensure customer satisfaction and loyalty.
- **Sales and Revenue Growth:** Implemented sales strategies that led to a significant increase in revenue and customer base.

EDUCATION AND TRAINING

[10/2013 – 10/2018] **Shipping/ Maritime transport management**

The certified institute of shipping, Nigeria

City: Lagos | **Country:** Nigeria |

Generative AI Fundamentals Specialization

IBM <https://www.coursera.org/account/accomplishments/specialization/3KKNPXPLNJWL>

| **Final grade:** 100%

Salesforce Sales Development Representative Specialization

SV Academy and Coursera <https://www.coursera.org/account/accomplishments/specialization/G38V8AWLSLE8>

| Final grade: 94%

HubSpot Marketing Software

HubSpot Academy <https://app.hubspot.com/academy/achievements/f19ys75c/en/1/rebecca-akparanta/hubspot-marketing-software>

Assess for Success: Marketing Analytics and Measurement

Google <https://www.coursera.org/account/accomplishments/certificate/3A7D9H6YXJMj>

Think Outside the Inbox: Email Marketing

Google <https://www.coursera.org/account/accomplishments/certificate/L7HJ5LJMHY37>

Custom Reports in Google Analytics

Coursera <https://www.coursera.org/account/accomplishments/certificate/U3UPRTHD4AH6>

Google SEO Fundamentals

University of California, Davis <https://www.coursera.org/account/accomplishments/verify/XH66X7G7HNMM>

Meta Social Media Marketing

Meta (Facebook) <https://www.coursera.org/account/accomplishments/specialization/certificate/7QHEZED47BR5>

Google Digital Marketing & E-commerce

Google <https://www.coursera.org/account/accomplishments/professional-cert/4A3BX3DN2ZZ6>

LANGUAGE SKILLS

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Email Marketing and Automation | CLAY APIs

Digital Marketing & Analytics

Sales Development Representative | Inbound & Outbound Marketing | Business Development Representative | Email Marketing | Digital Strategies for Business | Digital video production and editing | Advanced Analytics | SEO | SEM | Business development & Analytics | Digital Marketing, | Generative AI

LinkedIn Marketing & Content Creation

strategic planing | LinkedIn Marketing | Content creation | LinkedIn Campaigns | Lead nurturing and lead journey

Client Acquisition & Retention

Quality Lead Generation | Client retention strategies | Client Acquisition | Sales Funnels

Brand Strategy & Marketing

A/B Testing | Brand Identity | Ad Campaigns | Marketing Automations | Brand & Marketing

Communication & Problem-Solving

Effective Communication

Tools and Technologies

Salesforce | HubSpot | LinkedIn Sales Navigator | Hootsuite | Project Management Tool (Asana, Trello, Slack)

NETWORKS AND MEMBERSHIPS

[05/2024 – Current]

FORBES BLK Member

- **Networking and Collaboration:** Actively engaged with a community of black leaders and entrepreneurs, fostering connections and collaborations to drive business growth and innovation.
- **Professional Development:** Participated in exclusive events, workshops, and mentorship programs designed to enhance leadership skills and business acumen.
- **Thought Leadership:** Contributed to discussions and initiatives aimed at promoting diversity, equity, and inclusion in various industries.

Link: <https://www.forbes.com/forbesblk/>

CREATIVE WORKS

MY SERVICES

Brand video samples Here's a drive containing a few samples of video creatives for GLEAC and YOMA Africa.

P.S. I have permission to share.

Link: <https://drive.google.com/drive/folders/1VBCN-YNIYPGcgiUBFMLFHgSbk2zpFdpc>

Link: <https://youtu.be/FhUDtlaHOYY>