

# Mirabelle Morah

Product Growth | Full-Stack Marketer | Community Builder

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**Data-driven growth strategist** blending front-end development, AI automation, and **motion design** to **scale business goals and growth** from 0→1. Built and managed communities of 100K - 500k+ users and developed partnerships across multiple countries. I thrive at the intersection of marketing, code, creativity, leadership, design and growth like a **Swiss Army Knife**. Seeking an **opportunity to transfer my skillsets and bring solutions** in a high-growth SaaS or product-driven environment that values data-driven **innovation, execution speed and results**.

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## Competencies & Tools

- **Growth and technical stack:** Google Analytics, HubSpot, Meta Ads, Brevo, Mailchimp | User experience research, SEO optimization | HTML/CSS, JavaScript, GitHub | Adobe Suite (After Effects, Illustrator, Premiere Pro)
  - **AI/No-Code:** ChatGPT automation, Zapier | Framer, Figma | **Growth Metrics:** CAC reduction, LTV optimization, viral loops
  - **Soft Skills:** Strategic planning, communications, partnership building, knowledge transfer, empathy, an eye for great branding and marketing opportunities, collaboration, event planning, team encourager and builder
  - **Creative & Content Strategy:** Motion design (After Effects, Premiere Pro), copywriting, brand management, creative testing, campaign asset development
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## Education & Certifications

**MSc Entrepreneurship & Innovation** | University of Edinburgh, UK

- Mastercard Foundation Scholar (0.6% acceptance rate)
- Capstone project: business solutions for design & marketing challenges (Distinction)

**BA (Hons) English & Literary Studies** | University of Calabar, Nigeria

### Certifications

Growth and Viral Marketing (Foundr), Social Media and Creative Strategy (Miami Ad School), Social Entrepreneurship and Civic Education (California State University, Chico), JavaScript for Designers (SuperHi)

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## Career Highlights

**Creative and Marketing Director** | *Grohwie Studio Limited*

*UK/Nigeria* | April 2025 – Present

- Secured **competitive grant funding** and executed market research, traveling across 3 key markets (UK, Nigeria, South Africa).
- **Built an online database of 400+ marketing resources**, for teams wanting to drive operational efficiency for creative campaigns.
- **Developed strategic partnerships** with industry experts from Intercom, PimPam, and leading UK design agencies, to deliver the Grohwie Design Fellowship.

**Communications & Marketing Manager (Global Growth)** | *People & Planet First*

*Glasgow, UK* | Aug 2024 – Jan 2025

- Planned and led the first **#PeopleAndPlanetFirstWeek** global outreach campaign in collaboration with member Enterprises across 130+ countries.
- Automated paid advertising workflows (Meta/LinkedIn), achieving **75%** email open rate (vs 45% industry average) and 14.7% CTR (**4x** industry benchmark).

- **Optimized conversion funnels** through strategic creative asset development, supporting stakeholder acquisition at major events including UN General Assembly and **Social Enterprise Scotland Summit**.
- Offered promotion to a partnership and engagement role based on performance and growth impact.

**Global Marketing & Communications Manager** | *Social Enterprise World Forum*    Glasgow, UK | April 2021 – Jan 2025

- Developed the annual content and **marketing campaigns**.
- Scaled organic social media following to 25.3K (100% growth) through strategic multi-country content campaigns and audience segmentation.
- Drove **142%** website traffic increase via SEO-optimized content strategy and thought leadership, supporting lead generation objectives.
- Managed email marketing campaigns achieving **51%** open rates, directly contributing to event ticket sales of 2,000-4,000 participants annually
- Built and maintained strategic partnerships across multiple markets, expanding reach and acquisition channels

**Digital Campaigns Specialist** | *Stand.Earth*    USA and Canada Remote | 2020-2021

- Developed and automated HTML/CSS email campaigns to optimize donor conversion rates and lifetime value
- Monitored and analyzed **450K+ user journeys** to refine advertising spend allocation and maximize ROI across digital channels.

**Founder & Marketing Lead** | *BlankPaperz Media*    Nigeria | 2016–2023

- Scaled platform from 0 to 100K web users and grew the contributor network to **200+** writers through strategic growth initiatives.
- Managed partnerships with **10 national NGOs**, securing N1.7M in funding while building sustainable acquisition channels.
- Led team of volunteers and implemented training programs reaching **200+ young people**, demonstrating leadership and mentorship capabilities.
- Developed comprehensive digital marketing strategy from concept to execution, managing all aspects of user acquisition and retention.

## Select Experiences and Volunteering

- **Youth trainer and Facilitator, ChangemakerXchange (global)** (2022 - present)
- **Volunteer, Turing Fest, Edinburgh** (2025)
- **Consultant, Business Strategy and Expansion to Rwanda, Shasha Networks Charity** (2024)
- **Mastercard Foundation Scholar Representative, University of Edinburgh** (2024)
- **Strategy Volunteer, ATTA Breastmilk Foundation, Uganda/UK** (2024)
- **Youth Consultant, SAP Africa Code Week (Africa-wide)** (2024)

## Awards

- **Skoll Fellow, Skoll World Forum at Oxford University** (2024)
- **Most Developed Business Plan** (Techstars Startup Weekend, Edinburgh 2024)
- **The Edinburgh Award** for Global Employability by the University of Edinburgh (2024)
- **100 Most Inspiring Women, Leading Ladies Africa** (2022)

## Why I'm an ideal team member

- **Idea-to-campaign:** Curious mind with in-demand skill combinations of design, leading global marketing campaigns, youth development, leadership capabilities, sense of humour and **cultural sensitivity**.
- **Entrepreneurial and Community Mindset:** Self-starter. Bootstrapped 4 projects with proven leadership ability to build, mentor, and scale teams.
- **Multi-Market Expertise:** Extensive experience executing campaigns across African markets (Nigeria, South Africa) and globally, directly relevant to Kuda's expansion strategy across African markets.