

CHRISTIAN IBE

Marketing Manager | Performance & Growth Marketing | Paid Social • Lead Generation
Glasgow, United Kingdom | +44 7721 839324 | christianibe@icloud.com | linkedin.com/in/christian-ibe-66339484
Meta Blueprint Certified | Google Ads Search & Measurement Certified

PROFESSIONAL SUMMARY

Performance marketer with six years' experience across agency and in-house teams, now leading marketing at Paul McFadden Wealth. I report to the founder, own the budget and plan across every channel we run, and manage a small team covering paid media, content, social, the website and email.

Most of my recent work has been selling high-ticket products (£7,000+) where the sale is closed by a sales team, so I measure campaigns on sales and cost per sale, not just leads. I've run lead generation in property, financial services and e-commerce, and I'm at my best when I'm both planning the campaign and running it.

KEY ACHIEVEMENTS

- Sold **361 tickets** to an in-person event from £155,946 of ad spend (£432 each). **60%** of attendees bought the £7,000–£21,000 programme, an estimated **9 to 26 times** return on ad spend.
- Generated **550+ registrations at under £6 each** on a lead generation campaign, the most cost-efficient on the account.
- Manage a **six-figure** paid social budget, reaching **1.7 million+** people and 200,000+ clicks at a **1.56%** click-through rate, across accounts with **£1m+** in total ad spend.
- Lifted conversions by **18%** through creative and landing page testing for agency clients, and conversion rate by **22%** through paid search keyword work.

KEY SKILLS

Paid Media — Meta Ads, paid social, Google Ads	Strategy & Leadership — Campaign planning, budget forecasting, target setting, hiring and team development
Conversion Optimisation — A/B testing, creative testing, landing page and funnel optimisation	CRM & Retention — Marketing automation, email and customer lifecycle marketing
Data & Reporting — Google Analytics, Hyros attribution, CAC, LTV and ROAS reporting	Tools — GoHighLevel (CRM and automation), Google Analytics, Hyros, Meta Ads Manager

EMPLOYMENT HISTORY

Paul McFadden Wealth — Scotland, United Kingdom	
<i>Marketing Manager</i>	<i>May 2026 – Present</i>
- Own the marketing strategy, plan and budget, reporting directly to the founder, and set targets for leads, customer acquisition cost, lifetime value and return on ad spend. - Plan and launch campaigns across paid social, content, email and the website, working with the team from initial idea through to results. - Manage a six-figure Meta budget, reaching 1.7 million+ people and generating 200,000+ clicks at a 1.56% click-through rate and around £1 per click. - Sold 361 tickets on the flagship event campaign at £432 each, an estimated 9 to 26 times return on ad spend, and 550+ registrations on a lead campaign at under £6 each. - Track each lead from first click to sale through Hyros, and manage the CRM and marketing automation in GoHighLevel; report performance to leadership every week. - Lead, hire and train a small team covering paid media, content, social, website and email, and manage agency and vendor relationships.	
<i>Marketing Executive</i>	<i>December 2024 – April 2026</i>
- Planned and ran paid social and search campaigns, using Google Analytics to improve click-through rate and cost per conversion. - Worked with creative and content colleagues on creative development and testing to improve campaign performance.	

Gabadigital — United Arab Emirates

Digital Designer and Marketing Specialist

June 2023 – December 2024

- Ran lead generation campaigns for several agency clients, running their paid social and search from start to finish.
- Tested ad creative and landing pages with the media and creative teams, increasing conversions by 18%.
- Grew engagement by 50% across paid social and search, and managed clients' social media accounts alongside their paid campaigns.

Alexander Nelson Consulting (James Cubitt Nigeria) — Nigeria (Remote)

Digital Marketing Manager

June 2021 – January 2023

- Ran paid social and search campaigns for clients, focused on lead generation and traffic quality.
- Managed the paid media budget and conversion tracking, reporting on spend and return on investment.
- Designed campaign creative and supported clients' brand identity work.

Nest Property Marketing — Scotland, United Kingdom

Digital Marketing Intern

March 2022 – April 2022

- Ran Google Ads search campaigns with targeted keyword research, improving traffic quality by 30% and conversion rate by 22%.
- Quality-checked property photography and floor plans before they were used in campaigns and listings.

Pointek Limited — Lagos, Nigeria

Head of E-commerce & General Marketing Manager

August 2019 – May 2021

- Led a team of four running online marketing and sales, alongside responsibility for offline marketing.
- Ran brand activations for BlackBerry, Samsung and Nokia.
- Managed digital advertising and e-commerce strategy, using Google Analytics to improve targeting and lower cost per lead.

EDUCATION

MSc International Marketing and Management (Merit) — Robert Gordon University, Aberdeen

BSc Economics (Second Class Upper Division) — Babcock University, Nigeria