

# Idong Ibok

idongibok@gmail.com  
(248) 686-9841  
linkedin.com/in/idongibok

## WORK EXPERIENCE

**Digital Marketing Consultant** - The Montgomery Code  
Chicago, IL, Jul 2019 to Present

Executed the go-to-market strategy for a SaaS startup - led to \$12 Million in seed funding.

Doubled revenue for a mid-size manufacturing firm with a consumer-focused paid acquisition strategy, while reducing Ad cost by over 60%.

Executed a content marketing campaign and led UX design to improve a B2B brand's eCommerce presence - resulted in 50% revenue growth.

**Global Procurement** - Pfizer  
Kalamazoo, MI, Jan 2019 - Jul 2019

Managed a portfolio of over \$90 Million in supplier contracts.

**Consumer Insights Analyst** - Spectrum Health  
Grand Rapids, MI, Jan 2016 - Dec 2018

Worked on a consumer segmentation, quantitative and qualitative research, to personalize patient experience across the health system.

Conducted qualitative research to guide the go-to-market strategy for a new consumer health clinic - beat projected 1st month signups by over 75%.

Led quantitative research to drive the rebranding and positioning of the health system's Telehealth mobile app.

**Market Intelligence Analyst** - Spectrum Health  
Grand Rapids, MI, July 2015 - Jan 2016

Identified implications of changes and trends in healthcare, built dashboards, and presented solutions to C-Suite to guide strategic planning.

**Senior Employee Experience Specialist** - Spectrum Health  
Grand Rapids, MI, Feb 2013 - Jul 2015

Created cost savings of over \$150k by conducting a qualitative research study to revamp the organization's reward and recognition programs.

**Marketing Strategist** - Spectrum Health  
Grand Rapids, MI, Oct 2012 - Feb 2013

Created the marketing plan for a \$6 million Federal grant funded program.

**Social Media Mngr. / Sales Analyst** - The Rush Sports Media  
Quantum Ventures, Auburn Hills, MI, Jun 2011 - Aug 2012

Led social and content marketing - grew website visits by over 500%.

## EDUCATION

M.A in Advertising  
**Michigan State University**

B.A in Telecommunications  
Digital Media and Art  
**Michigan State University**

Market Research  
Certification  
**University of Georgia**  
Center for Continuing  
Education

## SKILLS

**Data Analysis**  
Tableau, Business Objects,  
Google Data studio,  
familiar with SQL

**Digital Marketing**  
Direct Response, PPC &  
SEM, Content & Email  
Marketing,  
Google Marketing Platform

**Market Research**  
Quantitative and  
Qualitative Research, 1-  
on-1 Interviews,  
Ethnographies, Survey  
Design, Concept Tests,  
Digital Experimentation

**Product Design**  
User Research, Competitive  
Analysis, Rapid  
Prototyping, Wireframes -  
Figma, Sketch, Invision,  
HTML/CSS