

EMMANUEL A. IDEH

Product Marketing Analyst | Marketing Analytics + AI Strategy

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PROFESSIONAL SUMMARY

Data-driven marketing analyst with 3+ years of experience turning complex datasets into decision-ready insight, now extending that evidence-first discipline into product marketing and AI marketing strategy through FlyRank's AI Marketing Internship. Combines market and customer research, product positioning, messaging, campaign analysis, Power BI, SQL/Python, KPI reporting, and AI-powered marketing workflows to translate evidence into clearer marketing decisions. Builds recommendations from verified evidence rather than assumption, connecting audience insight, messaging, campaign activity, and channel strategy.

CORE COMPETENCIES

Product Marketing & GTM | Product Positioning & Messaging | Campaign Brief Development | Market & Customer Research | Competitive Analysis | Campaign Performance Analysis | Evidence-Based Marketing Strategy | AI Marketing & Prompt Engineering | AI Search Visibility (AEO/GEO) | Marketing Analytics | Data Analysis & Visualization | Power BI Dashboard Design | SQL | Python Automation & Web Scraping | KPI Monitoring & Reporting | Stakeholder Engagement | Brand & Design Systems | Portfolio / UX Architecture | Digital Transformation

TECHNICAL SKILLS

Analytics & BI: Power BI, Microsoft Excel (Advanced), SQL Server, SQL, Python

Development & Platforms: Next.js, Vercel

Marketing & AI: Multi-step AI prompt-chain workflow design, AI search citation analysis, Claude, ChatGPT, Perplexity, AI marketing, AEO/GEO, content and CTA architecture

Data: Data Collection & Cleaning, ETL Processes, Database Management, Data Visualization, KPI Reporting, Financial & Market Data Analysis

Other: Brand Identity Systems, Typography, Accessibility, IT Support & Network Administration

PROFESSIONAL EXPERIENCE

AI Marketing Intern — Dual Track: General AI Fluency & AI Marketing

FlyRank (Remote) | 2026 – Present

- Designed and documented a 9-step AI prompt-chain workflow for auditing brand visibility across Claude, ChatGPT, and Perplexity, producing a citation-gap analysis and a dated 30-day content plan; validated the workflow across 2 brands — FlyRank and Semrush — to test whether the method generalized beyond one case.
- Built and deployed a live Next.js portfolio site with 26 static routes, hosted on Vercel, implementing a reusable brand design system covering typography, accessibility, color, and component structure.
- Directed a 4-page content and CTA architecture across Home, Case Studies, About, and Contact, evaluating 10 candidate positioning statements against 5 weighted criteria to select the final value proposition and CTA ladder.
- Conducted a verification-led marketing audit that identified a client's claimed G2 profile with zero reviews, changing the recommendation from creating a listing to activating an existing asset through review generation.
- Maintain an internal Prompt Library and evidence-labeling framework in which claims are classified as MEASURED, PUBLISHED BENCHMARK, or ESTIMATE, supporting consistency across marketing research, strategy, and content development.

Product Marketing

Axilcoils NextGenSoft Limited | January 2026 – Present

- Develop product positioning and messaging frameworks grounded in customer, market, and campaign evidence, translating product capabilities into clearer customer value propositions.
- Develop campaign briefs connecting target audience, product value proposition, messaging, channel selection, campaign objectives, and execution requirements.
- Support go-to-market (GTM) planning across target audience, positioning, messaging, channels, campaign objectives, and launch execution.

- Run performance marketing analytics on live campaigns, analyzing campaign and customer evidence to identify messaging gaps, audience opportunities, and areas for marketing optimization.
- Conduct market and competitive research to inform product positioning, differentiation, and messaging decisions.
- Collaborate cross-functionally with product and marketing stakeholders to align product value, customer needs, positioning, and market communication.

Business Intelligence Analyst

CVA Multi Services Nigeria Limited | June 2023 – Present

- Collect, clean, analyze, and interpret multi-source datasets to support strategic decision-making across agriculture and enterprise projects.
- Design and maintain Power BI dashboards tracking KPIs and operational metrics, translating business data into decision-ready management insight.
- Conduct market research and feasibility analysis to support project planning, investment decisions, and commercial assessment.
- Identify operational trends and performance patterns to inform process improvements and efficiency initiatives.
- Support digital transformation and data integration initiatives across business units.
- Translate complex datasets into stakeholder-ready reports and recommendations that contribute to measurable business outcomes.

IT Support Officer

Dolph Technology (NYSC) | April 2024 – March 2025

- Provided technical support for hardware, software, and network issues, maintaining high first-call resolution.
- Managed software installation, updates, troubleshooting, and maintenance across enterprise systems.
- Assisted with database management, digital recordkeeping, and data integrity.
- Trained staff on IT tools and best practices to improve organizational digital literacy.

Intern – National Planning

Federal Ministry of Budget & National Planning | March 2018 – November 2018

- Assisted with data collection and documentation for national development planning projects.
- Supported policy documentation, reporting processes, and departmental research briefs.

EDUCATION

Bachelor of Science (B.Sc.) — Mathematics & Computer Science

University of Port Harcourt, Rivers State, Nigeria | 2021 | Second Class Lower (2:2)

CERTIFICATIONS & AI FLUENCY

Anthropic AI Fluency Program

- AI Fluency: Framework & Foundations — Anthropic (Jul 2026)
- AI Fluency for Builders — Anthropic × CodePath.org (Aug 2026)
- AI Fluency: AI Capabilities & Limitations — Anthropic (Jul 2026)
- Claude 101 — Anthropic (Jul 2026)
- AI Fluency for Small Businesses — Anthropic × PayPal (Jul 2026)
- AI Fluency for Nonprofits — Anthropic × GivingTuesday (Jul 2026)
- AI Fluency for Students — Anthropic (Jul 2026)
- AI Fluency for Educators — Anthropic (Jul 2026)
- Teaching the AI Fluency Framework — Anthropic (Jul 2026)

Other Certifications

- Information Technology (IT) Certificate — Dolph Technology (2024)
- Business Certificate — Global American Business Institute, GABI (2022)