

Professional Summary

Creative digital marketing specialist with a reputation for resolving problems, improving customer satisfaction, and driving overall brand performances and sales. Also consistently saved costs while increasing profits with my digital marketing strategies. Rational, critical-thinker with over 6 years of experience enhancing operations for organizations through innovative marketing solutions. Proven track record of transforming specific business goals related to growth and efficiency improvements into new digital marketing campaigns. Knowledgeably known for recommending new technologies to enhance existing digital and physical sales strategy.

Skills

- Team management
 - Project organization
 - Staff education and training
 - Technical analysis
 - Web development & design
 - Mobile development (Android & IOS)
 - Digital marketing (SEO, Affiliate marketing SEM & SMM)
 - Product development
 - Brand development
 - Marketing and advertising
- Strategic planning
 - Client communication
 - Market Positioning
 - Budgeting and Allocation
 - Campaign management
 - Public and Media Relations
 - Cultural Awareness
 - Written Communication
 - Teambuilding
 - Market Analysis

Work History

Digital Marketing Consultant, 08/2019 to 06/2022

Massmutual Financial Group – WA, State

- Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data.
- Supported new client acquisition with superior strategy and world-class presentations.
- Leveraged MailChimp and Aweber to implement email campaigns and monitor performance.
- Planned and executed web, SEO, database marketing and social media advertising campaigns.
- Gathered campaign results and developed reporting dashboard to illustrate campaign effectiveness.
- Captured new customers by optimizing business strategies and launching products to diversify offerings.
- Developed creative presentations, trend reports, kitted assets and product data sheets.
- Recruited and hired experienced contractors to complete projects on time and within budget requirements.
- Generated sponsorships with related and partnering entities to enhance marketing objectives.

Brand Manager - Ecommerce & Digital Marketing, 10/2015 to 08/2019

Bluestone Lane – San Francisco, CA

- Spearheaded client meetings to determine project needs and professional requirements and identify correct course of action enhance client success.
- Managed relationships with high-profile clients and translated marketing and social media needs into results-driven strategies.
- Successfully launched offline and online consumer targeting and marketing strategy.
- Utilized techniques such as cold calling, networking and prospecting to develop new leads.
- Improved page content, keyword relevancy and branding to achieve search engine optimization goals.
- Directed successful search engine marketing campaign that used solid linking, technical and keyword research tactics.
- Provided weekly updates on digital marketing campaigns to clients, discussing strategic initiatives and methods for improvement.

Digital Marketing & Sales Support, 10/2010 to 01/2012

Globacomms NG – City, STATE

- Documented customer complaints and completed corrective action requests.
- Helped cultivate and maintain business relationships by professionally handling partner and customer needs.
- Contributed to development of software programs and tools focused on enabling sales team to communicate and operate more efficiently.
- Assisted with capturing and analyzing social media metrics.
- Tracked social media trends and adapted to attract target follower demographic.
- Performed market analysis and researched latest trends.
- Tracked and analyzed web analytics to recommend proactive adjustments to strategies.
- Assisted marketing coordinators and graphic designers with website copywriting and proofing.
- Prepared persuasive sales and marketing presentation materials to engage clients.
- Assisted in creating written, video and image content for marketing channels.
- Measured and reported results of marketing initiatives.
- Wrote copy for social media posts, promotional emails and other marketing collateral.

Education

Computer Science

Bowen University - Osun, Nigeria

Bachelor Of Computer Science (Second-Class Upper) : 07/2014

Leadcity University - Oyo, Nigeria

Certifications

- Amazon Web Services (2018)
- Digital Marketing master (2020)
- CompTIA Security+ (2014)