

# TOBI AKINKUNMI

Multi-Channel Marketing & Communications Strategist | Growth & Brand Engagement

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## Summary

Strategic and data-driven **Marketing Manager** with 8+ years of experience driving **brand growth, customer acquisition, and multi-channel campaigns** across the finance, entertainment, and sports industries. Proven expertise in **digital marketing, sponsorships, brand positioning, and customer retention** to maximize engagement and revenue. Adept at **budget management, performance analytics, and stakeholder collaboration** to deliver high-impact campaigns. Passionate about crafting **innovative marketing strategies** that enhance brand visibility and drive measurable business outcomes.

## Skills

- Strategic Marketing & Brand Positioning: Crafting and executing marketing plans aligned with business objectives.
- Customer Acquisition & Retention Strategy: Leveraging segmentation, CX, and yield management to drive engagement.
- Multi-Channel Campaign Execution: Digital, social, ATL, BTL, activations, and sponsorships.
- Budgeting & Performance Analysis: Managing marketing spend efficiently with data-driven insights.
- Stakeholder & Sponsorship Management: Negotiating high-impact brand partnerships to boost visibility.
- Digital & Content Strategy: Developing compelling messaging and optimizing engagement through SEO, PPC, and digital media.
- Project & Team Leadership: Managing cross-functional teams to execute marketing initiatives successfully.
- CRM & High-Value Customer Engagement: Implementing personalized strategies to improve customer loyalty and brand advocacy.

## Strengths

Data-Driven Insight	Social Media & Digital Marketing Expertise	Stakeholder & Sponsorship Management
Skilled in analyzing customer behavior, campaign performance, and competitive positioning to refine marketing strategies.	Proficient in leveraging digital channels, social media, and content marketing for audience growth.	Strong ability to build partnerships with agencies, media, and corporate sponsors.

## Experience

Lickquor	
Head Of Marketing	02/2024 - 01/2025
<ul style="list-style-type: none"><li>Designed and executed multi-channel marketing campaigns, integrating digital, social media, activations, and PR to increase brand visibility.</li><li>Managed a marketing budget, optimizing ad spend and delivering \$200K+ in revenue within 18 months.</li><li>Implemented customer acquisition and retention strategies, driving over 5,000+ orders and improving customer lifetime value.</li><li>Led sponsorship and partnership negotiations, securing \$53,000 in funding for business expansion.</li><li>Developed data-driven marketing strategies, analyzing industry trends and customer insights to refine positioning and messaging.</li><li>Optimized digital platforms and UX/UI, improving conversion rates by 16% and driving 80,000+ page views.</li></ul>	
National Basketball Association (NBA)	
Marketing & Communications Lead	10/2022 - 01/2024
<ul style="list-style-type: none"><li>Spearheaded customer acquisition and engagement campaigns, leading to a 50% increase in social media followers and an estimated \$2M in media value for the 2023 NBA All-Star Campaign.</li><li>Developed and executed a retention-focused CX strategy, boosting engagement and viewership by 15% in Q1 2023.</li><li>Managed brand activations, sponsorships, and partnerships, increasing media placements by 20% in Nigeria.</li><li>Promoted NBA Digital Assets (NBA ID), leading to a 15% growth in digital subscriptions.</li><li>Led cross-functional collaboration across media, digital, and PR teams, ensuring cohesive brand messaging and audience engagement.</li><li>Implemented data-driven marketing insights, optimizing campaign performance and increasing ROI on digital and sponsorship activations.</li></ul>	
Universal Music Group (UMG)	
Marketing & Communications Manager	11/2020 - 09/2022
<ul style="list-style-type: none"><li>Executed go-to-market strategies that drove 20M+ audio streams for major artist releases, including Tekno's <i>Old Romance</i> album.</li><li>Developed high-impact partnerships with brands like Red Bull, BBC Radio 1 Extra, Coca-Cola, and Absolut Vodka to enhance brand and artist visibility.</li><li>Expanded digital and streaming distribution channels by 25%, strengthening media and stakeholder relationships.</li><li>Managed a multi-million Naira marketing budget, ensuring optimized spend and high ROI.</li></ul>	

## Experience

### GTBank

Product & Content Marketing Associate

08/2019 - 10/2020

- **Launched digital campaigns for GTBank's financial products**, leading to a **12% increase in customer adoption** and a **30% boost in transaction volume**.
- **Orchestrated digital marketing strategy for Ndani TV**, increasing YouTube subscribers by **25,000+** and audience retention by **40%**.
- **Analyzed customer insights and market trends**, refining messaging for financial products and services.
- **Managed GTBank Fashion Weekend 2019's marketing strategy**, generating **8M+ impressions**, **500K+ engagements**, and a **15% rise in event attendance**.
- **Coordinated cross-functional marketing initiatives**, aligning content creation, social media, and influencer partnerships to drive brand visibility.
- **Developed and executed customer segmentation strategies**, improving targeted marketing effectiveness and increasing engagement rates.

### FTC Concepts

Project Manager

09/2016 - 08/2019

- **Led strategic sponsorship acquisitions**, securing **₦20M+ in sponsorship deals** for industry events.
- **Managed experiential activations**, drawing **6,750+ attendees** and expanding audience reach.
- **Developed and managed event marketing strategies**, leveraging digital and offline channels to enhance brand awareness and attendee engagement.
- **Oversaw budget planning and financial management**, optimizing marketing spend and ensuring cost-effective execution of campaigns and activations.

## Key Achievements

### Boosted Startup Revenue

Grew revenue to \$200,000+ in 18 months through targeted marketing strategies.

### Influencer Campaign Success

Led a campaign resulting in 50% increase in social media followers and \$2M+ in media value.

### Achieved Revenue Growth

Increased brand revenue to over \$200K within 18 months through effective marketing strategies.

### Boosted Customer Acquisition

Drove 5,000+ customer orders, improving lifetime value and overall business growth.

### Led Sponsorship Funding

Secured \$53,000 in sponsorships for business expansion and growth.

### Grew Digital Engagement

Increased digital subscriptions by 15%, enhancing user engagement on NBA platforms.

## Projects

### NBA All-Star Influencer Campaign

2023

- Led planning and execution of an influencer-driven campaign across social media platforms, boosting brand engagement and increasing social media following by 50%. Estimated earned media value of \$2M in one week.

### Nigeria's First On-Demand Alcohol Platform

2022

- Led marketing for Lickquor, a tech-driven e-commerce alcohol brand. Generated \$200K+ in gross revenue and completed 5,000+ orders within 18 months. Increased customer conversion by 16% through optimized UX and targeted campaigns.

### Universal Music Artist Rollouts

2020 - 2021

- Achieved 20M+ streams for Tekno's *Old Romance* album within 6 months.
- Generated 5M+ streams and 160K ad clicks for the *Peaches Remix* by Justin Bieber ft Alpha P & Omah Lay.

### GTBank Fashion Weekend

2019

- Designed and implemented the social media strategy, produced creative content, and collaborated with production teams for logistics and stage setup. Contributed to 40% YoY increase in online engagement during the event period.

## Education

### University of Bristol

LLB Law

2013 - 2016

### Nigerian Law School

BL

2017