

OLUSEGUN X. AKINYEMIJU

Brand Marketing & Communications Strategist | Growth Architect | Business-Centric Innovator

+234-803-238-6961 • olusegun.akinyemiju@gmail.com • <https://www.linkedin.com/in/olusegunakinyemiju> • Lagos, Nigeria

Summary

Forward-thinking brand strategist with 13+ years' experience driving revenue, visibility, and market expansion across FMCG, Fitness, Telecom, Financial Services, and Sports Marketing. Specializes in building iconic brands, leading integrated campaigns, and executing market-focused innovations that directly impact growth and brand equity. Combines strategic thinking with data-backed storytelling to lead successful launches, reposition brands, and develop teams that consistently outperform KPIs. Known for shaping brands like Airtel, Coca-Cola, GoTV, Lord's Dry Gin, and i-Fitness. Recognized globally by LAIF, Pitcher Awards, and Epica for creative excellence.

Skills

Brand Strategy & Marketing:

Brand Positioning & Repositioning | Integrated Marketing Communications (IMC) | Brand Architecture & Portfolio Strategy | Go-To-Market (GTM) Planning | Consumer Journey Mapping | Brand Equity Measurement

Campaign Development & Execution:

Multi-Channel Campaign Management (Digital, OOH, TV, Radio, BTL) | Creative Direction & Messaging Strategy | Storytelling & Content Strategy | Influencer & Partnership Marketing | Media Buying & Budget Management | Campaign Performance Analysis

Product & Innovation Management:

Product Launch Strategy | Innovation Funnel Management | New Product Development (NPD) | Market Entry Strategy | Packaging & Pricing Strategy | Category Management

Commercial & Growth Strategy:

Trade Marketing & Retail Activation | Revenue Growth Strategy | Sales Enablement & Promotions | Distributor Engagement & Route-to-Market | Demand Forecasting & Performance Metrics | Competitive Benchmarking

Leadership & Team Building:

Cross-Functional Team Leadership | Capability Building & Upskilling Programs | Performance Management | Internal Stakeholder Alignment | Culture & Team Engagement Strategy

Consumer Insight & Research:

Consumer Behavior Analysis | Trend Forecasting & Cultural Intelligence | Market Research & Data Interpretation | Segmentation & Targeting | Brand Health Tracking

Strategic Partnerships & Business Development:

Stakeholder Engagement | Corporate & Government Partnership Development | Pitch Development & Client Acquisition | B2B & B2C Marketing Strategy

Operational & Agency Experience:

360° Brand Stewardship (Agency + Client-Side) | Annual Operating Plan (AOP) Management | Profit & Loss (P&L) Oversight | Client Relationship Management | New Business Development

Experience

NIGERIA DISTILLERIES LTD (Formally GRAND OAK LIMITED)

Lagos, Nigeria

Category Manager - Gin & Liqueur Portfolio

01/2025 - Present

- Spearhead strategic growth initiatives for the spirits portfolio, driving category-wide value and volume growth through optimised product mix and market activation.
- Lead innovation pipeline and product lifecycle management, launching new SKUs and line extensions based on consumer insights and competitive benchmarking.
- Develop and implement tailored distribution strategies across On-trade, Modern Trade, and General Trade channels, enhancing market presence and product availability.
- Manage end-to-end P&L ownership of the spirits category, boosting profitability through pricing strategies, cost optimization, and streamlined portfolio architecture.
- Drive cross-functional collaboration with Sales, R&D, Supply Chain, and Finance to ensure seamless execution of product launches and go-to-market strategies.
- Champion brand equity through integrated marketing campaigns, brand storytelling, and experiential activations aimed at driving awareness and consumer loyalty.
- Leverage consumer data analytics, market research, and syndicated tools to guide portfolio decisions and uncover growth opportunities in under-penetrated segments.

Experience

NIGERIA DISTILLERIES LTD (Formally GRAND OAK LIMITED)

Senior Brand Business Manager – LORD'S Dry Gin

Lagos, Nigeria

07/2023 - 01/2025

The Global Game Changer Manufacturing a Portfolio of Alcoholic and Non-Alcoholic Beverages, with Leading Brands in Key Categories in Wine and Spirits

- Designed and executed a full-funnel brand strategy incorporating digital marketing, influencer partnerships, and consumer insights, driving a **19% market share increase** and **14% brand equity uplift** within 12 months.
- Spearheaded end-to-end commercial planning and hyper-targeted trade marketing campaigns (e.g., regional pop-up activations, B2B incentive programs), resulting in **32% YoY sales growth** and **51% net revenue surge**—outpacing category benchmarks by 23%.
- Successfully launched two premium ready-to-drink (RTD) cocktail SKUs, from concept to nationwide distribution, achieving **21% incremental revenue** and securing **top-3 market position** within 6 months post-launch.
- Strengthened distributor relationships via joint business planning and AI-driven demand forecasting tools, attaining **95% order fulfillment accuracy** and reducing out-of-stock instances by 30%.
- Negotiated vendor contracts and streamlined production workflows, slashing COGS and marketing overhead by **10%** while sustaining a **37% gross margin** in a high-inflation environment.
- Instituted a monthly Brand Mastery workshop series and CRM training program, elevating team satisfaction to **95%** and contributing to **58% of revenue** from upskilled sales initiatives.

i-Fitness Centre

Marketing Director – West Africa

Lagos, Nigeria

08/2021 - 07/2022

West Africa's Largest and Leading fitness Chain with over 16 Branches across Lagos and Growing

- Revitalized West Africa's fitness market share by architecting an omnichannel growth strategy (retail, corporate, digital), leveraging data-driven customer segmentation and localized influencer campaigns to deliver **120% revenue growth—3.2x** the regional industry average.
- Pioneered entry into underserved markets by launching **3 premium SBUs** (e.g., boutique wellness studios, corporate wellness hubs), securing **\$2.5M+ in initial investments** and achieving **100% subscription capacity** within 4 months—all units hit profitability **6 months ahead of schedule**.
- Forged alliances with Lagos State Ministry of Health and 12 Fortune 500 companies (e.g., Unilever, Nestlé) to co-create subsidized corporate wellness programs, unlocking **\$1.8M in B2B contract value** and establishing i-Fitness as the preferred partner for enterprise health initiatives.
- Built a 15-member cross-functional marketing team from scratch, deploying agile workflows and MarTech automation (HubSpot, Tableau) to slash campaign lead times by **25%** and increase ROI tracking accuracy by **40%** via real-time KPI dashboards.
- Designed and delivered certification programs in digital analytics (Google, Meta) and performance marketing, upskilling 50+ employees and driving a **30% increase in conversion rates** across paid social and email channels—**\$3.2M in annual revenue** directly attributed to upskilled teams.

Deqube Agency Ltd

BUSINESS DIRECTOR – BRANDS & MARKETING

12/2018 - 07/2021

A 360-degree Communications & Advertising Agency Specialized in Communication Strategy, Digital Marketing, Brand Marketing, Public Relations and Advertising

- Transformed the agency's flagship account into its top revenue driver, deploying AI-powered audience segmentation and omnichannel campaigns (social, OOH, programmatic) to achieve **340% revenue growth (8.2M to 28.1M)** over 3 years—**2.5x faster** than industry benchmarks.
- Drove **200% YoY growth** for 3 consecutive years by restructuring teams into agile, client-centric pods (strategy, digital, creative), improving cross-departmental collaboration and reducing campaign turnaround time by **35%**.
- Architected data-driven go-to-market strategies for 15+ clients across FMCG (e.g., Unilever Nigeria), fintech (Flutter wave), and public sector (Lagos State Gov't), including a viral rebranding campaign that secured **50% market share** for a struggling FMCG product within 6 months.
- Managed a **\$12M annual operating plan (AOP)**, utilizing predictive analytics to deliver **98% accuracy in profit projections** and reporting directly to the Board. Slashed overhead costs by **25%** through vendor consolidation and hybrid workforce models.
- Led 20+ high-stakes pitches, winning **7 major accounts** (including MTN Nigeria and Dangote Group) and boosting new business contributions by **180% (2.1M to 5.9M annually)** via ROI-focused storytelling and competitor gap analysis.

Noah's Ark Communication Ltd

SENIOR BRAND MANAGER

01/2018 - 12/2018

An Above-The-Line Advertising Agency Specialized in Brand Marketing

- Directed a 16-person cross-functional team (creative, media, analytics) to execute a 3-year strategic roadmap for Airtel, GoTV, Peak Milk, and Hypo, achieving **280% revenue growth (12M to 45M)** and propelling Airtel to **#2 telecom provider** with **22% market share** (from 14% in 2018)—outpacing industry growth by **4.5x**.
- Co-created Airtel's Unlimited Possibilities campaign, leveraging AR-driven customer journeys and partnerships with Afrobeats stars (e.g., Burna Boy), winning **3 NASTOG Awards** and driving **41% surge in brand preference**—contributing to **₦700M (\$1.5M) in direct campaign revenue** within 6 months.
- Overhauled media planning with machine learning tools (Google DV360), shifting 65% of budgets to programmatic video and hyper-local OOH, slashing Cost Per Acquisition (CPA) by **35%** and boosting GoTV's subscriber base by **28% YoY**.
- Revitalized Peak Milk's equity via the Strength Stories UGC platform, engaging 500K+ Nigerians and increasing social sentiment by **52%**—directly influencing **19% of Q4 2018 sales** through trackable promo codes.
- Implemented Scrum workflows and real-time Power BI dashboards, reducing campaign development cycles by **30%** and achieving **100% annual targets 2 months early**, while maintaining **98% client retention**.

Noah's Ark Communication Ltd

BRAND MANAGER

01/2017 - 01/2018

An Above-The-Line Advertising Agency Specialized in Brand Marketing, Brand Strategy, Brand Management, Public Relations and Advertising

- Led end-to-end creative strategy for 20+ thematic campaigns across FMCG (Hypo, Three Crowns) and Telecom (Airtel, Nokia) brands, integrating consumer insights and behavioral analytics to drive **27% average brand recall lift** and **15% sales growth** for Hypo's flagship product.
- Managed production of **12+ TVCs** (budgets up to \$500K) and negotiated partnerships with 50+ influencers (including Nigeria's top lifestyle creators), achieving **40M+ impressions** and **22% engagement rate** for Airtel's DataFest campaign—**0% campaign delays** or budget overruns.
- Orchestrated multi-channel campaigns (TV, digital, radio, POS) for GoTV and Nokia Lumia, leveraging geo-targeted ads and SMS marketing to boost GoTV subscriptions by **18% YoY** and drive **35% of Nokia's Q4 2016 sales** via promo-linked QR codes.
- Revamped Airtel's social media strategy with real-time analytics and UGC contests, increasing Facebook engagement by **210%** (1.2M to 3.7M interactions) and reducing cost-per-lead by **33%**—maintained **100% campaign success rate** (vs. industry 70% average) over 3 years.
- Consistently retained 100% of assigned accounts through proactive ROI reporting and agile pivots (e.g., shifting Nokia's budget to digital during 2015 fuel scarcity crisis), earning "Most Reliable Brand Partner" internal accolade.

Rock Thompson Nigeria Ltd

SENIOR MANAGER – CONSUMER ENGAGEMENT

04/2013 - 12/2016

A Below-the-Line Advertising Agency Specialized in Experiential Marketing

- Engineered Coca-Cola's nationwide Trade Fair activations, deploying gamified sampling booths and crowd-sourced social challenges (e.g., #CokeShareTheJoy), driving **374% of sales targets** (₦220M/\$530K) across 12 events—**2.8x** the FMCG category average for experiential ROI.
- Orchestrated Access Bank's Walk for Health initiative, partnering with 5 NGOs and Lagos State Ministry of Health to mobilise 15,000 participants, securing **₦60M (145K) in CSR funding** and **₦150M (360K) in earned media** through nationwide TV coverage and celebrity endorsements.
- Designed Etisalat's FIFA World Cup campaign featuring AR-powered fan zones and Airtel's iPhone 4S launch with VIP Tech Concierge pop-ups, achieving **93% participant satisfaction** and driving **18% of Etisalat's Q2 2012 SIM activations** via geo-targeted SMS redemptions.
- Conceptualised viral BTL campaigns (e.g., Airtel's Street Dance Battles and Guinness' Art of the Pitch contests), leveraging micro-influencers and guerrilla tactics to generate **₦40M (\$96K) in earned media value 12:1 ROI** vs. budget and trending #1 on Twitter Nigeria for 48+ hours.

Projects

LORD'S Dry Gin – Premium Market Expansion & RTD Innovation

Role: Senior Brand Business Manager | **Timeline:** 2023 – Present

Strategic Imperative: Reposition legacy brand to capture premium market share while diversifying into Gen Z-focused RTD cocktails.

- **Actions:**
 - Launched **2 RTD SKUs** (Gin & Tonic, Citrus Spritz) via agile co-creation with mixologists and TikTok creators, leveraging AI-driven flavor preference data.
 - Activated premium mixology pop-ups in Lagos/Abuja, partnering with 15 high-end lounges to drive trial, achieving **93% participant conversion** to purchase.
 - Negotiated exclusive on-trade partnerships with Shoprite/SPAR, securing **40% shelf visibility** for new SKUs.
- **Results:**
 - **21% revenue lift** in 6 months (\$4.2M incremental sales).
 - **#3 market rank** in RTD category within 12 months, edging out Diageo's Gordon's premix.
 - **19% total brand share growth**—largest YOY gain in Grand Oak's 20-year history.

i-Fitness West Africa – Chain Expansion & Wellness Brand Transformation

Role: Marketing Director | **Timeline:** 2021 – 2022

Strategic Imperative: Transition from gym operator to holistic wellness leader.

- **Actions:**
 - Launched **3 premium SBUs**: Corporate Wellness Hubs (Unilever partnership), Women's Fitness Studios, and AI-powered virtual coaching.
 - Designed Fit for Life CSR campaign with Lagos State Gov't, offering free health screenings to 10,000+ residents (earned **\$360K PR value**).
 - Migrated 80% of marketing spend to performance channels (Meta, Google Ads), slashing CAC by **28%**.
- **Results:**
 - **120% revenue growth** (8.1M to 17.8M) in 12 months.
 - **98% occupancy** at new SBUs within 4 months (vs. 6-month industry avg).
 - **50% retention boost** via personalised app nudges and tiered membership rewards.

Deqube Agency – Multi-Account Growth & Digital Transformation

Role: Business Director | **Timeline:** 2018 – 2021

Strategic Imperative: Scale agency revenue through tech-enabled creative solutions.

- **Actions:**
 - Built proprietary Brand Pulse AI tool for real-time campaign optimization, adopted by 8 clients (including MTN Nigeria).
 - Led Dangote Group's ESG rebrand, blending UGC storytelling with CSR impact dashboards, driving **41% brand favorability lift**.
 - Won 7 new accounts via predictive pitch modeling, analysing competitors' creative gaps.
- **Results:**
 - **340% growth** for flagship FMCG account (8.2M to 28.1M).
 - **200% YOY agency revenue surge** (12M to 36M in 3 years).
 - **95% client retention** through embedded agile workflows.

Projects

Airtel Nigeria – Telco Repositioning & Market Share Capture

Role: Senior Brand Manager | **Timeline:** 2018
Strategic Imperative: Disrupt MTN/Globacom duopoly through emotional storytelling.

- **Actions:**
 - Launched Unlimited Possibilities campaign with Burna Boy partnership and AR-powered customer journeys, driving **1.2M social shares**.
 - Introduced Data Heroes loyalty tiers, integrating gamified rewards (e.g., Spotify Nigeria collab), boosting ARPU by **14%**.
 - Shifted 60% of OOH budgets to programmatic DOOH screens near university campuses, lifting youth market share by **19%**.
- **Results:**
 - **Market rank shift** from #3 to #2 in 10 months.
 - **₦700M (\$437.5k) agency revenue** from retained/expanded Airtel contracts.
 - **3 NASTOG Awards** for Best Telecom Campaign.

Coca-Cola & Access Bank – Experiential CSR & Sales Breakthroughs

Role: Senior Manager, Consumer Engagement | **Timeline:** 2011 – 2013
Strategic Imperative: Drive brand love via purpose-driven experiences.

- **Actions:**
 - Engineered Coca-Cola's Share the Joy Trade Fair booths with NFC-enabled bottles (collect 5 caps → free concert ticket), achieving **374% sales target**.
 - Orchestrated Nigeria's first Walkathon CSR event for Access Bank, mobilizing 8,000 participants via geo-targeted radio ads and Pastor Adeboye's endorsement.
- **Results:**
 - **₦60M (\$37.5K) CSR funds raised** – 120% above goal.
 - **₦40M (\$25K) earned media** from viral #WalkForHealth UGC.

Education

BUSINESS SCHOOL NETHERLANDS

Executive MBA – In View

Netherlands
02/2024 - 04/2026

University of Ado-Ekiti

Bachelor of Science, Mathematics and Statistics

Ado-Ekiti, Nigeria
2002 - 2009

University Of Ibadan

Diploma in Data Analytics

Ibadan, Nigeria
2006 - 2006

Certification

Certified Business Analyst Professional — Chartered Institute of Business Analyst - in view

Associate Member — Digital Marketing Institute - Ireland

Associate Member — Chartered Institute of Marketing (CIM) - UK

Associate Member — National Institute of Management, Nigeria

Entrepreneurship Program — Lagos Business School (EDC)

CORe Business Program — Harvard Business School Online - In view

Training / Courses

Advanced Sales Management Program — Advanced Sales Management Program

Advanced Brand Management Program — Advanced Brand Management Program (Awarded Most Outstanding Project)

Entrepreneurial Management Certificate Program — Entrepreneurial Management Certificate Program

Awards

🏆 Epica Awards (Gold)
Category: Brand Strategy & Innovation | **Project:**
Airtel Unlimited Possibilities Campaign

🏆 African Cristal Awards (3x Emeralds)
Categories: Best FMCG Campaign (Hypo), Media Strategy (GoTV), CSR Initiative (Access Bank Walkathon)

🏆 ADVAN Awards (Silver – Campaign of the Year)
Project: *LORD'S Dry Gin RTD Launch*

🏆 Pitcher Awards – Advertiser of the Year
Recognition: Leadership in scaling Deqube Agency's market share (2019–2021).

🏆 LAIF Awards – 6 Gold, 7 Silver, 3 Bronze

- **Gold (2022):** *Peak Milk Strength in Every Drop* – Best Integrated Campaign.
- **Gold (2021):** *Hypo Cleaner Naija* – Most Effective UGC Strategy.
- **Silver (2023):** *Black at Cannes Voices of the Diaspora* – Best DE&I Initiative.