

Olusegun X. Akinyemiju

Brand Marketing Management and Marketing Strategist

I am a multi-disciplinary marketing communications, PR, and Brand management professional. A proficient and versatile creative strategist, passionate and dedicated business leader, who is very goal-oriented and delivers results by championing team efforts.

With over 13 years of professional experience driving growth for brands across sectors like FMCG, Telecommunications, Paid TV, Oil and Gas, Financial Services, Fitness and Wellness, and Sports Marketing.

My background in Mathematics and Statistics, passion for studying human behaviour and keen observer of trends and culture help me reframe business challenges with the right context, develop insights and create business and strategic roadmaps for brands to attain their marketing and business goals, scaling for growth at the same time.

I am a self-starter with a proven track record in launching, growing, and telling the stories of new and existing brands/businesses. Taking command of an operation with cross-functional teams, brands or projects, and guiding it to new performance levels, is one of my key strengths.

Work History

July 2023 – **Senior Brand Business Manager; LORD'S DRY GIN.**
DATE **GRAND OAK LIMITED**

The Global Game Changer manufacturing a portfolio of Alcoholic and Non-Alcoholic Beverages, with leading brands in key categories in wine and spirits.

1. **BRAND MANAGER (BUSINESS)**

- **Brand Strategy Development and Execution**
Developed and implemented a comprehensive brand strategy that aligned with business objectives, achieving a 14% increase in brand equity metrics (e.g., awareness, preference, and perception) and a 19% uplift in market share within 12 months.
- **Commercial Sales Growth**
Drove revenue growth by developing and executing targeted sales strategies, ensuring a 32% year-over-year increase in sales volume and a 51% growth in net revenue for the brand.
- **Integrated Marketing Campaigns**
Planned and oversaw innovative marketing campaigns across digital, social, and traditional media channels, delivering a 30% improvement in campaign ROI and a 41.5% increase in consumer engagement metrics such as click-through rates and event attendance.
- **Trade and Channel Management**
Collaborated with distributors, wholesalers, and key trade partners to optimize the brand's presence and availability, resulting in a 28% growth in on-premise placements and a 95% fulfilment rate across all sales channels.
- **New Market Penetration**
Identified and converted untapped markets, successfully launching the brand in at least two new territories within 12 months and achieving a combined 10% contribution to total brand revenue from these markets within the first year.
- **Brand Profitability and Cost Management**
Monitored and optimized brand profitability by managing pricing strategies and controlling costs, maintaining a 37% gross profit margin while reducing production and marketing costs by 10% without compromising quality or visibility.
- **Consumer-Centric Innovation**
Led initiatives and introduced a new consumer-focused product, an RTD cocktail SKU, a premium innovation cocktail annually that drove a 15% increase in purchase intent. It contributed a 21% increase in product revenue and secured top-3 ranking in its category.
- **Performance Analytics and Reporting**
Tracked and analyzed brand performance data to inform decisions, implementing corrective actions that reduce revenue leakage by 10% and ensuring a 90% achievement rate on brand KPIs each quarter.
- **Team Leadership and Development**
Led cross-functional teams in achieving brand and commercial goals, achieving a 95% team satisfaction score and a 100% target delivery rate on all planned brand initiatives.

Contact

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Skills & Competence



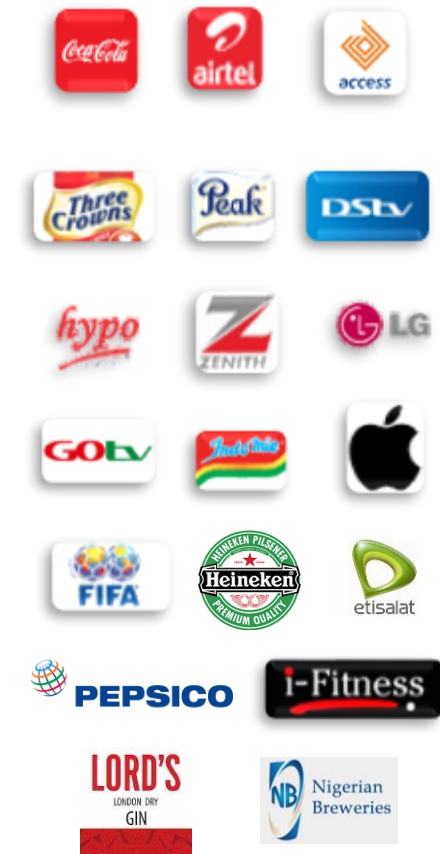
Senior Brand Business Manager; LORD'S DRY GIN.

2. CAPABILITY DEVELOPMENT

- Training Development and Delivery**
 Designed and delivered engaging training programs for trade partners, sales teams, bartenders, and brand promoters/ambassadors, ensuring that at least 90% of the target audience is trained annually while achieving a 90% satisfaction score in post-training evaluations and a 30% improvement in participant knowledge retention and practical skills.
- Brand Advocacy and Storytelling**
 Cultivated brand loyalty by educating stakeholders on the history, craftsmanship, and unique selling points of premium spirits, leading to a 20% increase in repeat business with trade partners and generating at least 10 success stories or testimonials shared via social media quarterly.
- On-premise Engagement and Activation Support**
 Collaborated with on-trade and regional sales teams to conduct on-site training and activations at bars, lounges, and events, delivering five key activations monthly, which contributed to a 25% boost in product visibility and consumer engagement at trained outlets.
- Talent Retention and Sustainability.**
 Developed mixology innovations, and competitor strategies, integrating at least three innovative practices into training content quarterly and receiving recognition from sales teams for helping differentiate the brand in the competitive market.
- Sales Enablement Support**
 Equipped the sales team with in-depth product knowledge and effective selling techniques, resulting in a 72% higher close rate for trained team members and contributing 58% additional quarterly revenue from training-influenced sales growth.
- Measurement and Continuous Improvement**
 Created a continuous feedback mechanism from training sessions to refine content and delivery, increasing participant engagement by 20% over 12 months and launching a continuous learning module with a 70% participation rate from previous trainees.

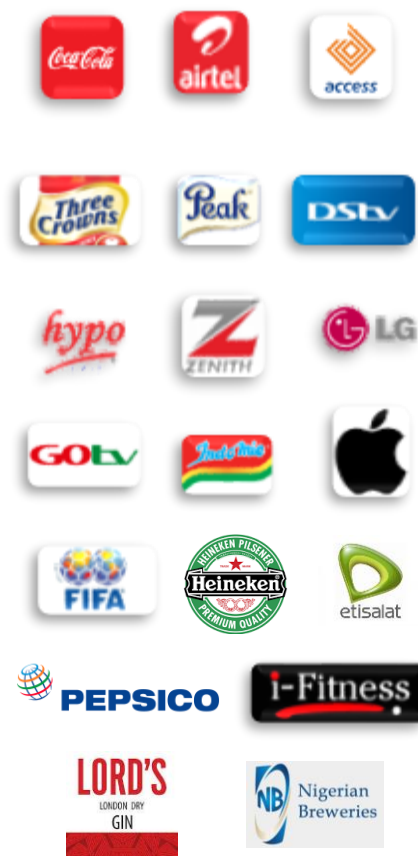
3. PRODUCT INNOVATION

- New Product Development**
 Coordinated the creation of innovative premium RTD products by collaborating with R&D, supply chain, and production teams, successfully launching at least two new SKUs annually that achieve a minimum of 15% market share within their first year in targeted segments.
- Consumer Insights Integration**
 Leveraged consumer research and market trends to guide product development decisions, ensuring that 90% of new product concepts align with identified consumer preferences and drive a 25% increase in product trial rates post-launch.
- Brand Portfolio Expansion and Renovation**
 Developed and executed strategies to diversify the premium spirits portfolio, introducing renovated products in underrepresented categories and increasing the portfolio contribution to overall revenue by 20% within 18 months.
- Quality and Innovation Standards**
 Established and maintained rigorous quality benchmarks for new products, ensuring all new launches meet 100% compliance with internal standards and achieve an average rating of 4.5/5 in consumer taste tests.
- Collaboration with Cross-functional Teams**
 Worked closely with supply chain, design, and production teams to ensure seamless product development cycles, reducing time-to-market for new products by 15% compared to previous years and maintaining a 95% on-time delivery rate for launch deadlines.
- Market Performance Analysis**
 Monitored the performance of newly launched products, using sales data and customer feedback to refine offerings, resulting in a 10% increase in repeat purchase rates within the first six months of product availability.
- Sustainability Initiatives**
 Incorporate sustainability into product innovation by using eco-friendly packaging and sourcing, achieving a 30% reduction in carbon footprint across new products within two years while meeting consumer demand for sustainable practices.



1. GROWTH AND REVENUE GENERATION

- Revenue Growth by over 120% over a 12 month's period with innovative marketing initiatives and stakeholders' management.
- Business growth by over 120% across 3 main revenue lines with a 50% increase in retention rate that created an exponential growth in revenue.
- Created and executed go-to-market strategy and successfully launched 3 new SBUs (branches) worth over \$2.5M, leading to oversubscription on new retail and corporate business portfolio and a profitable start-off of the branch's financial target.
- Oversaw and grew the marketing team, consistently identifying revenue opportunities within our established membership and client base and managing consistent growth by securing new accounts.
- Built strategic, unconventional partnerships with key governments, institutions and enterprises to enable and accelerate West African expansion strategy.
- Identified short and long-term scheduling, budget, and resource needs, including the development and management of an annual marketing budget, profit/loss projections, expenditure spending, and other financial considerations.
- Maintained product knowledge and evangelize the product internally and externally to press, enthusiasts, influencers, sales (for pre-sales and consumption driving) customer and partner scenarios
- Developed competitive strategies to drive target market share gains. Respond to new market, product, strategy dynamics in business growth and expansions across three new markets.
- Delivered key marketing performance metrics and tracking tools to provide market research, forecasts, competitive analyses, campaign results, and consumer trends in order to translate results into actionable insights for marketing team.
- Spearheaded the strategic and tactical execution of marketing campaigns, including design of test/control segmentation, implementation of tests, tracking, results reporting, analysis, and recommendations.



2. CAPABILITY DEVELOPMENT

- **Team Skill Enhancement**
Developed and implemented tailored training programs to enhance the marketing team's skills in digital marketing, data analytics, and brand storytelling, achieving a 30% improvement in campaign effectiveness and a 95% completion rate for training programs within the first year.
- **Leadership Development**
Mentored mid-level marketers and business heads for each location to assume leadership roles by introducing structured coaching and succession planning, resulting in a 50% increase in internal promotions to senior positions within 18 months.
- **Process and Tool Optimization**
Introduced advanced marketing tools and workflows for campaign management and performance tracking, reducing campaign execution time by 20% and improving team productivity by 25% within the first six months of implementation.
- **Cross-functional Collaboration**
Ensured collaboration between marketing, sales, and operations teams by organizing quarterly capability-building workshops known as "Knowledge Sharing Sessions (KSS)", increasing cross-departmental synergy and reducing project turnaround times by 15%.
- **Strategic Thinking and Innovation**
Built strategic planning capabilities across the team through workshops and real-life scenario training, enabling the launch of three innovative, high-impact campaigns annually, with an average ROI increase of 72%.
- **Knowledge Sharing and Best Practices**
Established a knowledge-sharing system within the team to document and distribute insights from successful campaigns, resulting in a 40% improvement in the replicability of high-performing initiatives across locations.
- **Diversity in Expertise**
Recruited and onboard marketing specialists in underdeveloped areas such as influencer marketing and experiential campaigns, filling critical skill gaps and improving team performance by 35% within one year.
- **Performance Measurement and Feedback**
Implemented a robust KPI-driven performance review system to track team growth and impact, with 90% of team members meeting or exceeding their professional development goals and contributing to a 20% year-over-year increase in marketing output.

Dec 2018 –
July 2021

BUSINESS DIRECTOR – BRANDS & MARKETING.

Deqube Agency Ltd

A 360-degree communications and advertising agency specialized in Communication Strategy, Digital Marketing, Brand marketing, Public Relations and Advertising.

- Responsible for the 340% revenue growth for the agency largest account over a 3-year period.
- Exceeded the targeted 200% business growth YoY for 3 years consistently.
- Oversight on the cross-functional teams comprising of digital marketers, strategists, account planners, brand management, public relations and creative team as a whole.
- Led the business units to develop and implement communication strategies to effectively manage and grow existing Brands/Accounts, while ensuring delivery of creative business solutions to prospective clients on all new business pitches, proposals and projects.
- Led on research and analysis of growth marketing, market trends, demographics, pricing strategies, and other information that positively grew the company's business and our brands under our portfolio.
- Oversaw daily operations of the company and make decisions regarding personnel, product development, and marketing of the company.
- Responsible for brand strategy, including the setting of marketing and communication strategy, ideas, concepts and execution.
- Created business and brand strategy to drive sales across the business and fostered value-adding, profitable and balanced relationship with clients, vendors and partners.
- Built and landed growth plans to win and maximize the local market opportunity, based on the business priorities.
- Championed agency's Annual Operating Plan (budget projection, profitability, cost management etc.)
- Strategic Leadership in Company's 5-year goal reporting directly to the Board.

Jan 2018 –
Dec 2018

SENIOR BRAND MANAGER

Noah's Ark Communication Ltd

An Above-The-Line advertising agency specialized in Brand marketing, brand strategy, brand management, Public Relations and Advertising.

- Led a team of 16 cross-functional members to manage the largest portfolio brand for the agency.
- Co-led on the 3-year brand strategy roadmap for the third largest Telco brand (Airtel) to growing to the second largest Telco brand over a 2-year period.
- Led the agency's team to create award winning campaigns to deliver of growth and expansion of business goals for brands.
- Co-planned brand management strategies with client's brand team to ensure alignment and success of brand revenue objectives.
- Oversight on the end-to-end brand strategy for several brands.
- Generated in excess of N700M (\$1M) for the agency business over a 3 year period as Senior brand manager.
- Responsible for the execution of growth marketing strategies and campaign that delivered exceptional revenue results for brands under my portfolio.
- Created and had oversight on strategic initiatives that supported short term and long-term growth plans for brands like Hypo, Peak Milk, GoTv, Airtel,
- Responsible for the 280% revenue growth of my business portfolio over a 3 year period.
- Exceeded the growth target of 300% revenue growth YoY for existing brand portfolio for 3 years consistently.
- Managed a team of planners to deliver strategic functions such as consumer insight, market segmentation, competitive analysis, and go-to-market roadmap and market research for brands across several sectors.
- Worked with digital and traditional media planners to deliver successful media campaigns

Jan 2017 –
Jan 2018

BRAND MANAGER

Noah's Ark Communication Ltd

An Above-The-Line advertising agency specialized in Brand marketing, brand strategy, brand management, Public Relations and Advertising.

- Co-developed and co-created thematic and tactical campaign for consumer segments that led to several successful products acquisition in the market.
- Managed teams and vendors to deliver on production of TV commercials from ideation to post-production.
- Managed multiple high-traffic short-turnaround time briefs for reactive and pro-active campaigns for several consumer segments.
- Led the creative strategy for market penetration and expansion for several FMCG brands.
- Improved productivity in the creative department by collaborating with the copywriters and strategy team.
- Business lead responsible for running of one of the agency's business unit comprised of account management, planning and creative as a whole.
- Developed and implemented communication strategies to effectively manage and grow existing businesses/accounts.
- Delivered on creative business solutions to prospective clients to win several new business pitches, proposals and projects.
- Managed project deadlines and monitored milestones through to completion stage.
- Coordinated with internal business divisions, agency partners and local vendors to guarantee on time, cost-effective delivery of all marketing communications materials.
- Led digital marketing team to successfully maintain positive perception for the Airtel, Nokia, Three Crowns, GoTV, Hypo Brands on the online space for 3 years with no record of failed campaigns and engagement ideas.



Awards & Publication



Gold at Epica Awards (Germany)



Three Emeralds at African Cristal Awards (Morocco),



Advertiser of the year at Pitcher Awards 2018



Silver Campaign of the year - ADVAN Marketing Excellence Awards 2017 - **Bronze**, New Brand Extensions



6 Gold, 7 Silver and 3 Bronze in LAIF awards (Nigeria).



April 2013 –
Dec 2016

SENIOR MANAGER – CONSUMER ENGAGEMENT

Rock Thompson Nigeria Ltd

A below-the-line advertising agency specialized in experiential marketing, brand management and sponsorship services.

- Project lead on the planning and execution of the first Access Bank's annual fundraiser walkathon that raised over N60Million (\$500,000) towards their Corporate Social Responsibility targets. (2013)
- Led the successful Ideation, conceptualization & execution of Nigerian Bottling Company's Yacht Racing tournament, creating best-in-class experiential activation for The Coca-Cola Cup for the Lagos Yacht Club over a period of 2- years (2013, 2014).
- Planned, conceptualized and led the Coca-Cola Trade Fair Trade Promotion activation at the Lagos Trade Fair exceeding sales target by 268% and 374% in two consecutive years.
- Secured strategic sole distribution partnerships with regional distributors and vendors across the Lagos Trade Fair.
- Strategic leadership for sales activation across the 10-day Trade fair that supported our successful sales target.
- Generated PR that led to over 120% ROI for Coca-Cola at Trade partnerships.
- Generated PR Value Equivalency of media mentions of N12,986,998.93 (c.\$100,000) from a PR Media budget of N1,500,000.00.
- Generated Media Value resulting to a cumulative PRVE = N41,486,102 (c.\$300,000)
- Led and supervised the execution of Coca-Cola Sponsorship and activation at the annual celebration of Ojude Oba Festival in Abeokuta, Ogun State.
- Co-created the strategy and ideation for the Airtel experiential launch of the iPhone. It was recorded as one of the most outstanding Airtel event in that year.
- Led and coordinated 15 High-Network costumers for a Telco brand (Etisalat) as part of their World Cup Campaign for Brazil 2014. This included Planning, conceptualization, partnerships, third party management, strategy, logistics and execution of an experiential and luxurious experience in and out of Brazil.
- Managed corporate PR and marketing communications for FMCG and Financial Services brands, ensuring top notch PR and experiential representation at all brand functions.



Education

Feb 2024 – Apr 2026	Executive MBA – In View <i>BUSINESS SCHOOL NETHERLANDS</i>
Feb 2024 – Apr 2024	Advanced Sales Management Program <i>Brand Management Academy</i>
Feb 2023 – Apr 2023	Advanced Brand Management Program (Awarded Most Outstanding Project) <i>Brand Management Academy</i>
Jan 2023 – Feb 2023	Entrepreneurial Management Certificate Program <i>Lagos Business School – Enterprise Development Centre</i>
Mar 2023 – July 2023	CORE Program – In - View <i>Harvard Business School - Online</i>
June 2002 – June 2009	Bachelor of Science. B.Sc. Mathematics and Statistics <i>University of Ado-Ekiti, Ekiti State</i>
Mar 2006 – Dec 2006	Diploma in Data Analytics <i>University Of Ibadan - Ibadan</i>

businesschool™
netherlands



Certifications

Oct 2023 – Dec 2023	Certified Business Analyst Professional – In View <i>Chartered Institute of Business Analyst</i>
Mar 2023 – Jun 2023	Associate Member <i>Digital Marketing Institute - Ireland</i>
Sept 2012 – Jan 2017	Associate Member <i>Chartered Institute of Marketing (CIM) - UK</i>
Sept 2012 – Jan 2017	Associate Member <i>National Institute of Management</i>



Project Experience

July 2020 – Dec 2023	Black At Cannes – (Vice President - Global Programming) <i>A not-for-profit arm of Cannes Lion's Festival that recognizes and celebrates exceptional marketing and advertising excellence amongst people of colour.</i>
July 2020 – Dec 2023	Lagos Advertising and Ideas Festival – (Association of Advertising Agencies of Nigeria - AAAN) <i>LAIF AWARDS: An annual award event promoting excellence in Advertising & Marketing Communications</i> **Project Convener and LAIF Board Member Representative (2020 – 2022)
Apr 2022 – Dec 2022	PepsiCo Waste Management Needs Assessment (WAMANA) Project in Nigeria <i>A project to enable PepsiCo Nigeria align with its global objective for its sustainability strategy for 2023 and beyond.</i> ** Sustainability Communication Manager



References

Available on request