

# OLUWADAMILOLA ADAMS

## SENIOR MARKETING & COMMUNICATIONS STRATEGIST | DIGITAL CAMPAIGN & BRAND PARTNERSHIPS EXPERT

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### Summary

Creative and data-driven **Senior Marketing Strategist with 8+ years** of cross-industry **expertise in fintech, tech, FMCG, and entertainment across SSA & EMEA**. Proven track record in executing high-impact, multi-channel campaigns, **leading AR activations, and managing creator communities driving 500K+ global creators and 2.3B video views on TikTok**. Skilled in **digital strategy execution, brand partnerships, and integrated communications**, thrive in fast-paced, high-growth environments, collaborating with **cross-functional teams to create engaging campaigns that drive brand visibility, engagement, and adoption**.

### Skills

#### Marketing Strategy & Execution:

Digital Marketing, Integrated Campaigns (Online & Offline), GTM & Product Marketing, Social Media Growth, B2B & B2C Content Development

#### Brand & Community Engagement:

Storytelling, Brand Positioning, Influencer & Talent Marketing, Community Building (SSA + EMEA)

#### Strategic Growth & Partnerships:

Strategic Collaborations, PR & Crisis Communication, Event Marketing, Budget & Performance Tracking

#### Data & Technology-Driven Marketing:

Augmented Reality (AR) & Creator Campaigns, Data-Driven Decision-Making

#### Tools & Platforms:

Meltwater, Netbase, Sprinklr, Fanpage Karma, Google Analytics, Data Studio, Canva, Capcut, Adobe Premiere (Basic)

### Experience

#### NotchHR (B2B SaaS)

Lagos, Nigeria

PR, Marketing & Comms Manager

01/2024 - Present

#### NotchHR provides Business Solutions and Services with a focus on Human Resource and Talent Management

- Engineered and executed a Pan-African PR & marketing strategy across Nigeria, Kenya, Ghana, South Africa, and Uganda, driving **60% surge in qualified inbound leads** and **45% brand awareness growth** via targeted media placements and hyperlocal content partnerships.
- Spearheaded regulatory response communications during a high-stakes compliance audit, achieving **98% stakeholder satisfaction** through transparent messaging frameworks and real-time updates to 500+ enterprise clients.
- Forged partnerships with 25+ HR tech influencers and tier-1 outlets, securing **12 feature articles** and positioning NotchHR as the Most Innovative HR Platform at the 2024 Africa Tech Awards.
- Launched CEO-driven campaigns, including the *2024 Future of Work in Africa Report* (downloaded 8K+ times) and a LinkedIn video series, boosting executive visibility by **200%** and generating **30% of all sales pipeline** in Q2 2024.
- Revamped Social media strategies with data-driven content calendars and employee advocacy programs, achieving **70% engagement lift** and **50% follower growth** – directly contributing to **15% of demo requests**.
- Represented NotchHR at 10+ industry events, securing partnerships with Paystack and Flutterwave that expanded addressable markets by **3 new verticals**.

#### TikTok

Sub-Saharan Africa & EMEA

Creation Tools Marketing & Operations Lead, Effect House Community Manager (SSA)

01/2021 - 12/2024

#### TikTok is a Social Media Platform for Creating, Sharing, and Discovering Short Music Videos

#### TikTok (ByteDance) | Sub-Saharan Africa & EMEA

- Drove TikTok's AR/creation tools adoption in SSA, achieving **60% product uptake** among 50K+ creators and agencies via localized workshops, toolkits, and creator incentive programs.
- Scaled the #EffectHouseCreator community to **500K+ global creators** (+40% engagement YoY), positioning SSA as TikTok's fastest-growing creative hub. Partnered with MTN, Flutterwave, and Safaricom to streamline **₦420M+ in creator payouts**, reducing processing time by **65%**.
- Led the Tecno x AFCON 2023 Guinness World Record AR campaign (26.7K verified submissions), driving **1.2M+ social mentions** and **\$3.8M in earned media value** across 12 markets.
- Partnered with Vodacom and Safaricom to launch co-branded AR filters, achieving **18M+ impressions** and **22% higher app downloads** during peak campaigns.
- Collaborated with global product teams to tailor Effect House tools for SSA, integrating localized templates and payment gateways that boosted creator retention by **35%**.
- Positioned TikTok as Africa's #1 creative platform via PR campaigns, securing features and keynote slots at *Africa Tech Festival*.

## Experience

### Oliver (Advertising/Creative Agency)

Lagos, Nigeria

Digital Brand Manager (Diageo International Premium Spirits & Reserve)

01/2020 - 12/2021

**Oliver Specializes in Marketing and Advertising for Various Consumer Goods Brands**

**Brands: Diageo (Cîroc, Johnnie Walker, The Singleton)**

- Led end-to-end digital strategy and influencer partnerships for Diageo's International Premium Spirits (IPS) portfolio, driving **₦1.2B in attributed sales** and positioning Cîroc as Nigeria's #1 premium vodka (Nielsen 2021).
- Orchestrated Cîroc & Johnnie Walker's integration into Africa's most-watched reality show, achieving **778M impressions, 251K brand mentions, and 90% positive sentiment** – the highest sponsorship ROI in BBNaija history (Meta Analytics).
- Launched **#JohnnieWalkerAt200**, partnering with 15+ A-list influencers (Davido, Toke Makinwa) to celebrate the brand's bicentennial. Generated **12.6M reach, 93% positive sentiment, and 22% YoY sales lift** in 8 weeks.
- Spearheaded **#CîrocXKiddwaya**, leveraging the BBNaija star's reach to drive **285.6M impressions and 88.6% positive sentiment** within 2 months, tripling Cîroc's Instagram follower growth.
- Utilised Sprout Social and Brandwatch to optimize real-time content calendars, boosting engagement rates by **40%** and converting **18% of social interactions** into website traffic.

### Dentsu Creative

Lagos, Nigeria

Strategist / Digital Manager

01/2019 - 12/2020

**Dentsu Creative is a Global Marketing Agency focused on Creating and Managing Brands**

**Brands: Coca-Cola, Schweppes, Nivea Men, Budweiser, Trophy Lager, FrieslandCampina**

- Led end-to-end digital strategies for 6 multinational brands, driving **₦2.8B in attributed revenue** and achieving **120% average KPI overdelivery** across campaigns.
- Co-led the viral campaign leveraging Afrobeats culture and real-time Twitter Spaces activations, hitting **6.3M impressions, 931K video views, and 10% follower growth**. Surpassed KPIs by **20%**, contributing to **15% market share growth** in Nigeria's premium beer category.
- Spearheaded meme-driven social storytelling with interactive polls and UGC challenges, achieving **2M impressions, 350K engagements, and 18% sales lift** in Q4 2019 – exceeding KPIs by **35%**.
- Built tiered influencer partnerships (macro, micro, nano) for Nivea Men and Schweppes, driving **45% engagement lift** and **25% higher conversion rates** vs. industry benchmarks.
- Utilized **Netbase, Meltwater, and Sprinklr** for real-time sentiment analysis and competitive benchmarking, reducing CPA by **22%** and boosting ROAS by **30%** for Trophy Lager.
- Designed FrieslandCampina's first shoppable Instagram campaign, integrating AR filters and in-app purchases to drive **8,000+ direct sales** in 6 weeks.

## Major Marketing Campaigns & Brand Activations

### #CreateWithEffects – TikTok

Sub-Saharan Africa

2023

**Role:** Lead Strategist & Campaign Manager

**Impact:**

- Drove **2.3B+ video views** and **33M+ user-generated videos**, trending in 15+ countries.
- Boosted TikTok Effect House usage by **60%** among 50K+ SSA creators and agencies via gamified challenges and localized toolkits.
- Featured **12 SSA creators** on TikTok's global Top 100 list, elevating Africa's creative influence.
- Generated **\$14M+ in ad revenue** for TikTok SSA through brand partnerships (MTN, Safaricom).

### Tecno x AFCON Guinness World Record AR Activation

Sub-Saharan Africa

2023

**Role:** Campaign Strategist & Community Lead

**Impact:**

- Achieved **26.7K verified AR submissions** in 24 hours, setting a Guinness World Record.
- Secured **1.2M+ social mentions** and **\$3.8M EMV** across CNN Africa, Pulse NG, and ESPN.
- Positioned Tecno as Africa's #1 smartphone for AR innovation, driving **22% QoQ sales growth**.

### Oxlade #KulosaEffect - TikTok

Sub-Saharan Africa

2022

**Role:** Digital Strategy & Community Growth Lead

**Impact:**

- Amplified Oxlade's TikTok followers by **320%**, with the track hitting **Spotify's Top Afrobeat Hits**.
- Sparked **129.4K+ posts** and **55.5M+ views**, making #KulosaEffect the #1 sound in Nigeria for 3 weeks.
- Integrated Instagram Reels and Triller, boosting Shazam searches by **65%**.

## Major Marketing Campaigns & Brand Activations

Johnnie Walker #JohnnieWalkerAt200 Influencer Campaign	Location 2020
<b>Role:</b> Digital Lead (Oliver Agency, Diageo)	
<b>Impact:</b>	
<ul style="list-style-type: none"><li>Partnered with Davido and Toke Makinwa to drive <b>12.6M reach</b> and <b>93% positive sentiment</b>.</li><li>Achieved <b>22% YoY sales lift</b> in Nigeria's premium whisky market (Nielsen).</li><li>Shortlisted for <i>2021 Loeries Award</i> for Best Legacy Brand Activation.</li></ul>	
Cîroc x Big Brother Naija Season 5 Sponsorship	2020
<b>Role:</b> Digital Brand Manager (Oliver Agency)	
<b>Impact:</b>	
<ul style="list-style-type: none"><li>Delivered <b>778M impressions</b> and <b>251K brand mentions</b>, becoming BBNaija's most viral sponsorship.</li><li>Boosted Cîroc's Instagram followers by <b>200%</b>, with <b>68% of engagement from Gen-Z</b> (YouGov).</li><li>Drove <b>₦1.2B in attributed sales</b>, cementing Cîroc as Nigeria's #1 premium vodka.</li></ul>	
Budweiser – “A King Is Born” Campaign (Dentsu)	2019
<b>Role:</b> Digital Strategy & Execution Lead	
<b>Impact:</b>	
<ul style="list-style-type: none"><li>Leveraged Afrobeats and Twitter Spaces activations to hit <b>6.3M impressions</b> and <b>931K video views</b>.</li><li>Captured <b>15% of Nigeria's premium beer market</b>, outperforming Heineken by <b>8%</b> (Nielsen).</li><li><i>2020 African Cristal Award (Shortlist)</i> for Best Sports-Driven Campaign.</li></ul>	
Coca-Cola – “Banter Better” Digital Activation (Dentsu)	2019
<b>Role:</b> Social & Digital Manager	
<b>Impact:</b>	
<ul style="list-style-type: none"><li>Achieved <b>2M+ impressions</b> and <b>350K+ engagements</b> via meme-driven UGC and polls.</li><li>Increased youth market share by <b>12%</b>, with <b>65% of participants aged 18-24</b> (Meta Analytics).</li><li>Contributed to <b>18% Q4 revenue growth</b> for Coca-Cola Nigeria.</li></ul>	

## Industry Engagement & Affiliations

MarkHack 4.0 Conference (2025 – Ongoing)	
Selection Juror	2025
Served as <b>Selection Juror for MarkHack 4.0 Conference</b> (2025 – Present), evaluating 150+ tech-driven marketing solutions from 25+ countries. Advised startups on scaling AI/AR campaigns, with <b>3 finalists securing \$500K+ in seed funding</b> .	
MarkHack 3.0 Conference	
Panelist	2024
<b>Moderated The Future of Marketing &amp; Media at MarkHack 3.0</b> (2024), engaging 1K+ CMOs and tech leaders. Drove discourse on Gen-Z engagement strategies, cited in <i>Marketing Week Africa</i> and <i>TechCabal</i> post-event coverage.	
Africa Fintech Summit Roadshow	
Keynote Speaker	2024
Presenting Brand Visibility in Emerging Markets to 500+ execs across Lagos, Nairobi, and Johannesburg. Insights shaped <b>3 cross-border partnerships</b> driving \$8M+ in fintech market expansion.	
African Union & 13th African Games	
Media & Partnership Stakeholder Engagement	2023