
PROFESSIONAL SUMMARY

Passionate and results-driven Marketing Manager with a proven track record of crafting and executing innovative strategies to drive brand visibility and engagement. Exceptional skills in advertising coordination, product development, and customer management. Proficient in leveraging cutting-edge tools including Microsoft Office Suite, CRM platforms, and Google Analytics/AdWords to optimize marketing initiatives. Adept at social media management, market research, and brand development, delivering world-class results. Known for fostering positive client relationships and thriving in dynamic, fast-paced environments.

PROFESSIONAL SKILLS

- Market research
 - Brand management
 - Promotional campaigns
 - Social Media Marketing
 - Search Engine Optimisation
 - Search Engine Marketing
 - Public Relation
 - Advertising coordination
 - Product Development
 - Customer Management
 - Microsoft Office Suite
 - Social Media Management
 - Google Analytics/Adwords
 - CRM Tools
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WORK EXPERIENCE

Eagle fm

Radio host/ Reporter/Head of Sales

April 2022- May 2024

- Developed and executed innovative marketing strategies and campaigns to effectively promote airtime sales
- Conducted thorough analysis of data and metrics to evaluate the effectiveness of marketing campaigns and refine strategies for optimal performance.
- Collaborated seamlessly with cross-functional stations to develop and positive public perception, ensuring cohesive brand messaging.
- Conducted in-depth market research to identify consumer needs, preferences, and behaviors, providing valuable insights for targeted marketing initiatives.
- Implemented successful strategies that resulted in a substantial growth of the total online following and contributed to increased sales volume.
- Receiving clients' complain and resolving misunderstandings.

Marketing Manager

Lightbox

December 2021- January 2022

- Developed and implemented effective marketing strategies for the successful launch of new ophthalmological products, resulting in increased brand visibility engagement, and purchase.
- Led and directed cross-functional teams to enhance the company's online presence through site creation, and copywriting .
- Planned and executed events through email marketing to create impactful experiences for attendees and strengthen client relationships.
- Collaborated with production, graphic design, and web-design teams to coordinate the production of corporate communications materials.
- Utilized various metrics and tools to analyze marketing performance and provide valuable insights for strategic decision-making.
- Spearheaded the creative team behind various user friendly manuals and tools for clients and customers easy navigation around products.
- Received customer complaints and ensure problems are solved to satisfactory level.

Community/Social media Manager
Kochhouse Nigeria
June 2019 - August 2021

- Spearheaded the development and execution of innovative marketing strategies, resulting in enhanced brand visibility and engagement.
- Managed digital marketing campaigns to effectively promote new products and services across various platforms.
- Established strategic partnerships with influencers and Celebrities around the world to drive product promotion and increase brand awareness.
- Conducted in-depth market research to identify emerging trends and opportunities, informing strategic planning efforts.
- Monitored social media presence, ensuring active engagement with the target audience and reporting on key performance indicators.
- Spearheaded email marketing campaigns to ensure seamless communication between clients and the brand.

EDUCATION

Ajayi Crowther University
Bachelor of Science [B.Sc] - Mass Communication
2016 - 2020

CERTIFICATION

Google Digital marketing Skills
Google email marketing