

EMMANUEL OKOSUN

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EDUCATION

Sundance College <i>Diploma, Web & Mobile Development</i>	Edmonton, AB July 2025
AHMADU BELLO UNIVERSITY– The School of Business <i>MBA, Marketing</i>	Zaira, NGA November 2018
COVENANT UNIVERSITY <i>Bachelor of Engineering, Chemical Engineering</i>	Ota, NGA July 2014

EXPERIENCE

Intact Insurance <i>Property Claims Adjuster</i> <ul style="list-style-type: none">Deliver exceptional stakeholder engagement by empathetically addressing concerns, providing clear information, and fostering trust in the intact brand.Managed a portfolio of 50+ claims concurrently, balancing priorities and maintaining high-quality deliverables within tight deadlines.Collaborate with contractors, vendors, and legal representatives to assess repair costs and resolve disputes effectively.	Edmonton, Alberta Sep 2023 – Present
Rhema Chapel <i>Communications Specialist (Part-Time)</i> <ul style="list-style-type: none">Produce press releases, brochures, newsletters, and other materials for internal and external communications.Manage website and social media content updates including text copywriting and graphic design elements.Compile reports on communication metrics such as web traffic statistics, and social media performance data.Collaborate with colleagues across departments to ensure consistency in messaging across all channels of communication.	Edmonton, Alberta Sep 2023 – Present
AnswerForce <i>Client Account Manager</i> <ul style="list-style-type: none">Achieved a consistent 95%+ client satisfaction rate, streamlined onboarding processes for new clients, and successfully managed service upgrades and renewals, contributing to increased client retention and loyalty.Managed client accounts and ensured customer satisfaction by providing timely responses to inquiries.Identified opportunities for cross-selling additional products or services that would benefit customers.	Edmonton, Alberta Sep 2022 – Sep 2023
FrieslandCampina <i>Marketing Coordinator</i> <ul style="list-style-type: none">Developed marketing strategies for existing products and new product launches within the dairy category.Created content for various social media platforms including Facebook, Twitter, Instagram, and YouTube. ■ Analyzed consumer behavior and market trends to create effective marketing campaigns.Led the 'Breakfast Plus digital marketing campaign, resulting in a 40% increase in social media engagement and the acquisition of 10,000+ organic followers via compelling storytelling and influencer partnerships.	LA, NGA Sep 2022 – Aug 2023
Dangote Industries <i>Marketing Specialist</i> <ul style="list-style-type: none">Designed and executed the Dangote Salt Art Digital Challenge, driving a 12% increase in brand awareness, generating 9M+ impressions, and gaining 3,000+ followers.Developed marketing strategies for existing products and new product launches within the condiments and spices segment.Developed TV commercials and tracked communications strategies, advertising campaigns, and marketing approaches to measure successes and failures.	LA, NGA Feb 2020 – Aug 2022
PZ Cussons <i>Marketing Specialist</i> <ul style="list-style-type: none">Led on 'Street Food Campaign' for Devon King's on Traditional Media and Digital with over 23 Million Impressions and 5 Million reached.Evaluated consumer preferences and behaviors, combined with market trends and historical data, to craft compelling marketing campaigns.	LA, NGA Apr 2018 – Jan 2020

ADDITIONAL INFORMATION

Skills: Querying Data with MySQL; Python; Microsoft Office; Adobe Photoshop, Lightroom, and Premiere Pro; CRM tools and Integrations; Google and Meta Ads; Digital Marketing; Strategic Communications; Social Media Management; Writing and Editing Skills

Professional Affiliations: Canadian Public Relations Society, Edmonton Chapter

Interests: Exploring New Cuisines; Stand-up Comedy; Basketball; Travelling; Gaming.