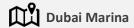
FEMI KEHINDE

Brand Marketing Specialist







PROFILE



Top-performing brand marketing and business management expert with a strong history of professional and academic achievements in leading work-streams within cross-functional teams and driving projects proven to generate high revenue and bottom-line results.

WORK EXPERIENCE

Digital Asset Management May 2022 – Aug 2022 Dubai

Brand Marketing Lead

- Increased social media and website traffic by 18% through multi-channel strategies which increased awareness, gained, and nurtured leads to support sales.
- Managed marketing budget efficiently while creating a budget surplus through sales.
- Gained increase in quarterly revenue by 30% through the implementation of direct and digital marketing strategies.

Expo 2020 - Nigeria Pavilion Oct 2021 - March 2022 Duhai

Marketing and Operations Coordinator

- Designed content strategy, social media, and marketing campaign (Google SEM, Facebook ads and Instagram) to grow pavilion awareness and engagements.
- Supervised customer service quality and engaged with visitors on a day-to-day basis.

Legoland Parks & Resort

April 2021 – September 2021 Dubai

The Hook Marketing Agency

July 2019 — January 2021 *Nigeria*

Nestle PLC

Jan 2017 – May 2019 *Nigeria*

Marketing Intern

 Generated 6800 unique users, 15000 page views and 1200+ newsletter sign up by successfully leveraging social media advertising (Instagram & Facebook)

Senior Brand Marketing Executive

 Designed and executed marketing and promotion campaigns efficiently resulting opportunities for revenue growth which yielded an additional 170,000 USD.

Brand Marketing Associate

- Initiated and executed annual marketing promotion strategy to support internal and external stakeholders to push sales.
- Market research and competitive analysis report which helped to design effective marketing strategies.

EDUCATION

University of Wollongong, Australia

Jan 2021 – July 2022

M.sc Marketing & Business Management

Landmark University

Sept 2012 – July 2016

B.sc Fconomics

SKILLS Tools & Software

Budgeting Adobe illustrator | Photoshop

Content Marketing (Advanced) Google ads | Analytics

Digital Marketing Sprout Social

Campaign Strategy Facebook ads manager

Mailchimp

SOCIAL MEDIA



