

# FEMI KEHINDE

*Brand Marketing Specialist*



Dubai Marina



+971585116939



Olorunfemi.abisayo@gmail.com

## 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

*Dubai*

### *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 Economics*

## **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**

---

