

OLUWAFUNKE ADEMOLA-ALIU

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SUMMARY

Strategic and Detailed Product Marketing Manager with a strong background in Copywriting. As a copywriter, I have consistently delivered compelling messaging and supported successful go-to-market (GTM) campaigns for renowned brands such as Nestle, The Coca-Cola Company, Polaris Bank, Quaker Oats, AXA Mansard, Funtuna, and numerous others. With a keen understanding of consumer psychology and market trends, I excel in distilling complex concepts into engaging narratives that resonate with target audiences, driving brand awareness and customer engagement. Seeking to leverage my expertise in copywriting and my knowledge of product marketing to drive growth in a thriving organization.

EDUCATION

Illinois State University

Master's, Creative Technologies

August 2022 - May 2024

University of Lagos

Bachelor's, Mass Communication (Advertising)

September 2015 - December 2019

CERTIFICATIONS

Product Marketing Alliance- Product Marketing Management Core (2024), Product Strategy Micro Certification - Product School (2024), LinkedIn Learning Product Marketing- Product Marketing Foundations (2022), Google Digital Skills for Africa - Fundamentals of Digital Marketing (2021)

PROFESSIONAL EXPERIENCE

Havas Health and You

Creative Copywriter

New York, NY, USA

June 2023 - August 2023

- Utilized market research and customer insights to breathe life into the ViiV Portfolio through the development of interactive and immersive activations aligned with the brand identity, captivating over 9000 Healthcare Providers during Infectious Disease Week 2023.
- Developed compelling content and messaging for brand marketing, interface language, email campaigns, and various marketing collateral for ViiV's diverse portfolio, poised to drive a 30% surge in customer engagement.
- Collaborated with cross-functional teams to conceptualize and execute impactful advertising campaigns for Art Start Youth and Art Start, aimed at achieving a 60% increase in visibility, donations, partnerships, and recognition of artistic talents.

Ogilvy

Copywriter/Product Marketing Manager

Lagos, Nigeria

September 2021 - July 2022

- Developed strategic digital content calendars for three global brands, outlining specific themes to streamline content creation and distribution across social media channels on a monthly basis.
- Collaborated with the Marketing team to develop compelling messaging for multiple products GTM leading to an impressive market launch and customers acquisition.
- Collaborated closely with key stakeholders and led brainstorming sessions with 2-10 team members to craft successful Integrated Marketing Campaigns, achieving set Objectives and Key Results (OKRs) while generating over \$100,000 in revenue.
- Contributed significantly to brand strategy formulation, as well as the design and implementation of marketing communications for Altmall, a digital ecommerce platform catering to a user base of 20 million individuals.

Insight Publicis

Copywriter/Product Marketing Manager

Lagos, Nigeria

April 2020 - August 2021

- Leveraged data analysis to derive actionable consumer insights, guiding the development of customer-centric marketing strategies for Vulte, a digital banking mobile app (SaaS), following a highly effective integrated advertising campaign that yielded 500,000 downloads.
- Employed strategy documents to develop repositioning marketing campaigns for clients, resulting in a 50% increase in brand impact across various communication channels.
- Created compelling messaging and copy for both print and digital media, reaching an audience of over 2 million, driving engagement and persuasion effectively.

SKILLS

Skills: Content Development, Messaging, Go-to-market Strategy, Creative Writing, Pricing, Market Research, Sales Enablement, Collaboration, Copywriting, Marketing Strategy, Strategic Partnership, Stakeholder Management, Communications, Content Strategy, Storytelling, Product Positioning, User Experience