



MAYOWA OLALEYE

PROFESSIONAL SUMMARY

Innovative media professional and digital marketing centric individual who understands the value of quality content. Past experience in publishing and digital media with expertise in digital content strategy; brand storytelling, influencer partnerships, social platforms and analytics, digital audience development, Ad product development and data-driven content development.

I strive to exceed the expectations of customers and partners with creative, well-conceived digital products and services while pushing the boundaries of digital content and creating opportunities for the world's most talented creators. I seek a varied role that will allow me consolidate both my education and professional background, expand my knowledge and provide opportunities for personal and professional growth

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CERTIFICATION

- Digital Marketing**
Google Digital Skills.
- Content Marketing**
eMarketing Institute.
- Social Media Marketing**
emarketing Institute.
- Scrum Fundamentals**
ScrumStudy
- Six Sigma Yellow Belt**
ScrumStudy
- Diplômes D'études en langue française - B1**
Alliance Francaise

WORK EXPERIENCE

- Creative Lead** April 2021 - Present
ForeMedia Group, London, United Kingdom
 - Defined Creator acquisition and success strategy, including editorial integrations, tooling adoption and achievement metrics which resulted in increment of registered Creators on the platform (185 creators in 60 days).
 - Developed the editorial calendar for creator-driven content acquisition and amplification campaigns, experimented and iterated to increase conversion, engagement and retention
 - Drove strategic partnership opportunities such as content deals with publishers and creators, partnering closely with Business Development and Sales.
 - Relentlessly imparting and developing ideas to encourage the development of ForeMedia Creators Newsletter by curating bi-monthly newsletter as well as sharing latest news about offerings (average open click of newsletter is 65.2%)
 - Managed cross-functional relationships with Marketing, PR, and Product to develop user engagement and communications strategy.

SKILLS

Content Creation/ Marketing	<div><div></div></div>
Synthesis concept development	<div><div></div></div>
Community Building strategy	<div><div></div></div>
Multiple Project Management	<div><div></div></div>
Digital & Email marketing Expertise	<div><div></div></div>
Social Media Marketing and Advertising	<div><div></div></div>
Workshop planning and facilitation	<div><div></div></div>
Storytelling & oral presentation.	<div><div></div></div>
Graphic Design Proficiency	<div><div></div></div>
Customer Relationship Management	<div><div></div></div>

LANGUAGES

English Native/Bilingual proficiency	<div><div></div></div>
French Working Proficiency	<div><div></div></div>
Yoruba Native	<div><div></div></div>

TOOLS

Google Analytics	<div><div></div></div>
Adobe Illustrator	<div><div></div></div>
Adobe Photoshop	<div><div></div></div>
Canva	<div><div></div></div>
JIRA	<div><div></div></div>

- Developed team's creative and future thinking thought process for sourcing strategies, forecasting candidate needs, and consultative approach with clients.
- Oversee the content produced for ForeMedia Creators, digital and experiential properties. This includes leading end to end content creation process, reviewing all content produced, developing strategies and style guidelines.
- Determine the editorial guidelines and tone of voice for the brand, ensuring that all content produced falls in line with this style.
- Expert knowledge of trends and the evolving digital marketing ecosystem, including exposure with programmatic buying and paid social platforms.

December 2019 – July, 2021



Digital Marketing Executive
Techbooth Inc, Calgary, Alberta, Canada.

- Implemented SEO best practices and optimized website, which increased organic traffic and boosted conversion rates. Designed effective HTML email marketing templates using customer insight strategies resulting in an improved email open rate.
- Developed targeted email lists by researching and analyzing audience demographics, interests, preferences and engagements.
- Grew E-mail lists to over 500 people in 3months.
- Successfully spearhead campaigns on Social media platforms including Facebook, Twitter, LinkedIn and Instagram.
- Revised Facebook marketing strategy, which grew Facebook followers from 430 –1600 in 2months.
- Developed relevant content topics that align with the company goals and objectives, in a bid to reach the company’s target customers supported with creation of infographics, gifs and other rich media
- Develop and execute digital growth campaigns to increase exposure (paid advertising, Google Adwords, influencer campaigns)
- Improved the end-to-end customer experience across multiple channels and customer touchpoints from a manual system to an automated system by implementing a CRM Solution - Kartra, Zoho.
- Learned Adobe Photoshop and Illustrator to create infographics and other rich media for use in campaigns, resulting in a 15% boost in engagement.
- Created online polls using survey monkey, kartra and utilizing E-mail marketing for distribution
- Monitored online presence of company’s brand and engaged with users, strengthening customer relationships

REFERENCES

“Mayowa is a self starter, who loves to take initiative. She is a dedicated, forward thinking, smart worker who often goes above and beyond and consistently delivers results. She has single handedly managed the company's social media accounts and helped to grow the reach and company presence by over 100 percent since she joined the company. She is a delight to work with and I highly

Zainab Adetayo

Senior Project Manager - Canadian Western Bank

Mayowa is a delight to work with. She is self motivated and also an effective team player. Once you share an idea with Mayowa, she will run with it and exceed expectations. An astute professional who is very thorough with her work. She is creative, multi-talented and dogged with her goals. Any team that has Mayowa in it will record remarkable results.

Timilehin Suara

Country Manager - ForeMedia Group

December 2018 – October 2019



Social Media Executive

Edlac Algorithm, Victoria Island, Lagos State.

- Administered social media accounts for various websites, including one each of Facebook, Pinterest, Twitter, and Instagram.
- Used organic and boosted post to increase Twitter engagement at an average weekly rate of 25%
- Deliver high-quality customer service via email support platform ensuring top level service to continue corporate growth.
- Update company's data base with new customer information and manage data retrieval of current customers, accurately and in a timely fashion.
- Utilize problem solving skills to resolve customer issues and enhancing service levels.
- Express compassion and empathy while developing strategic solutions for solving problems and addressing unsatisfactory customer experiences.
- Develop procedures to increase the efficiency of numerous areas including filing and organizing records to increase our ability to efficiently retain/recover documents, reports and records.
- Maintain a detailed delivery calendar to coordinate schedules and appointments.

ForeMedia Group, London, United Kingdom

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