

Contact

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www.tamaraomomo.com/
(Portfolio)

Top Skills

Return on Investment
Data Analysis
Campaigns

Languages

English (Full Professional)

Certifications

Advanced Product Marketing
The Fundamentals of Digital Marketing
Create a Go-to-Market Plan

Honors-Awards

ADVANCE FUTURE LEADERS OF MARKETING AWARDS
Miami Ad School Scholarship Competition

Tamara Joy Omomo

Growth Marketing Manager @Monda @Datarade | Grow Your Data Business
Berlin, Berlin, Germany

Summary

As a Marketing professional with over 6 years of experience, I specialize in driving growth through strategic marketing initiatives and comprehensive campaign execution. My passion lies in crafting innovative marketing strategies that boost brand visibility and accelerate business growth.

Key Expertise:

Growth-Focused Marketing Campaigns:

I excel in designing and implementing marketing campaigns that drive tangible results. By understanding and targeting the specific needs of diverse audiences, I deliver impactful campaigns that enhance customer engagement and increase conversion rates.

Product Marketing & Launches:

I have a proven track record in product marketing, from conducting thorough market research to developing and executing successful go-to-market strategies. My efforts have consistently resulted in successful product launches and increased market share.

Brand Strategy & Development:

With extensive experience in brand strategy, I build strong, resonant brand identities. My work includes developing comprehensive brand guidelines, conducting in-depth brand perception research, and creating campaigns that reflect and amplify brand values.

Digital & Social Media Marketing:

I possess a deep understanding of digital marketing and social media dynamics. My expertise spans across various platforms, where I create and manage social media campaigns, optimize SEO strategies, and leverage email marketing to enhance online presence. Proficient in Google Analytics, I ensure that campaigns are data-driven and results-oriented.

Project Management:

Skilled in project management, I oversee the entire marketing lifecycle—from planning and execution to evaluation. I ensure that all projects are completed on time and within budget, maintaining a high standard of quality throughout.

Experience

Monda

Growth Marketing Manager

December 2024 - Present (9 months)

Berlin, Germany

APItoolkit

Growth Marketing Manager

August 2023 - December 2024 (1 year 5 months)

Berlin, Germany

At APItoolkit, I lead the growth marketing initiatives, overseeing key activities that drive demand generation and user acquisition.

I manage multi-channel ABM campaigns, optimize lead nurturing, and implement performance marketing strategies to boost engagement and pipeline growth.

My efforts span content creation, email campaigns, marketing automation, and the strategic use of data to improve overall marketing effectiveness. I also focus on enhancing brand visibility through targeted outreach, podcast & event appearances, organizing webinars, leveraging digital channels, and improving customer retention, contributing to a streamlined and scalable marketing process.

THE ARC

Concept Marketing Manager

May 2023 - August 2023 (4 months)

Germany

- Conducting in-depth market research and competitive analysis to uncover trends and seize opportunities.
- Collaborating with cross-functional teams to fine-tune product messaging and ensure alignment with customer needs.

- Setting the strategic tone for brand marketing, developing go-to-market strategies, and executing integrated campaigns across multiple channels.
- Owning the content production process, from maintaining the content calendar to delivering engaging articles, educational materials, and product narratives.
- Led the creation of dynamic content for platforms like TikTok and Instagram, and managed high-quality production shoots with video partners.
- Overseeing social media management, achieving a 60% increase in interactions through innovative and resonant content.

Arden & Newton

Marketing Manager - Content & Campaign Team Lead

June 2022 - May 2023 (1 year)

1. Orchestrated successful product launches and feature rollouts, driving significant customer acquisition and enhancing brand affinity.
2. Spearheaded creative direction for diverse digital and traditional campaigns, boosting brand recognition and customer loyalty.
3. Collaborated with brand teams to develop innovative branding and promotional strategies, differentiating clients in competitive markets.
4. Defined content strategy and tone for multiple brands, ensuring alignment with brand messaging and market positioning.
5. Crafted compelling copy for various marketing campaigns, including blog posts and articles, to enhance engagement and brand voice.
6. Led the creation of dynamic audio-visual content for platforms like Instagram Reels and TikTok, effectively leveraging trends to amplify brand presence.
7. Facilitated brainstorming and creative sessions, fostering a collaborative environment that drives innovative solutions and team success.

Enterscale

Growth Marketing Manager

February 2021 - April 2022 (1 year 3 months)

At Enterscale, I led multi-channel campaigns, demand generation, and performance marketing initiatives. Tasked with crafting impactful content and managing automated marketing campaigns to drive engagement and lead conversion.

I leveraged industry insights and data-driven strategies to optimize marketing efforts and deliver measurable results.

Specialize in:

- Creating compelling content for newsletters, webinars, and marketing materials
- Implementing strategic lead nurturing and demand-generation initiatives
- Utilizing performance marketing techniques to maximize ROI
- Engaging audiences with relevant and insightful information about our client.
- Organized and managed AMA sessions and other live webinars

The Hook Creative Agency

1 year 5 months

Senior Brand Executive

December 2020 - February 2021 (3 months)

Lagos, Nigeria

1. Collaborated with a cross-functional team in developing campaign strategies and creative concepts for assigned brands
2. Conducted comprehensive research on markets, trends, competitors, and consumer behavior for agency clients.
3. Created presentation decks and strategy documents for client presentations and campaigns.

Managed content strategy, social media calendars, and digital communities for clients, while continuously devising engagement strategies.

4. Oversaw content creation for each client brand on digital platforms.

Brand Executive

October 2019 - December 2020 (1 year 3 months)

Lagos

1. Managed content strategy, social media calendars, and digital communities for clients, while continuously devising engagement strategies.
2. Created regular and monthly content calendars specific to each social media platform

Brookhouse International Ltd

Digital and Content Marketing Strategist

June 2018 - October 2019 (1 year 5 months)

Allen, Ikeja lagos

1. Developed consumer-focused digital strategies and tailored campaigns based on market research for digital channels
2. Managed digital communities, cultivated strong client relationships through active social media engagement, and analyzed web traffic for enhanced online visibility

3. Designed and executed social media campaigns, executed targeted ads and managed the company's digital/marketing budget while creating content for LinkedIn, Facebook, Instagram, and Blogs.

CHINI Africa

Content Manager

February 2019 - April 2019 (3 months)

Nigeria

Noah's Ark Communications

Student Intern

January 2018 - March 2018 (3 months)

GRA Ikeja

1. Collaborated with the creative team to produce consistent social media content for Instagram, Facebook, LinkedIn, Twitter, and Youtube
2. Managed and interacted with clients' followers on a daily basis.
3. Conducted platform analysis for insights to inform content creation for each social media platform.

The Expedition Conference

Public Relations Volunteer

August 2016 - August 2017 (1 year 1 month)

University of Lagos

Education

Miami Ad School Europe

Portfolio Certificate, Creative Technology · (January 2021 - December 2022)

02 Academy Lagos

professional course, Advertising · (2017 - 2018)

university of Lagos, Nigeria

BSc., Mass communication (Public Relations And Advertising) · (2014 - 2018)