




TUNDE OGUNMODEDE

MARKETING ASSOCIATE

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CONTACT

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-  Lagos State, Nigeria

EDUCATION

2019 - 2022

OSUN STATE POLYTECHNICS

- Higher National Diploma
Accounting

2016 - 2018

OSUN STATE POLYTECHNICS

- National Diploma
Accounting

SKILLS

- Proficiency with Google Ads, LinkedIn Ads, Facebook Ads
- Campaign Management
- Social Media Management
- Search Engine Optimization (SEO)
- Analytics and Campaign Tracking
- A/B Testing and Data-Driven Decision Making
- Web Development
- Critical Thinking and Problem Solving
- Exceptional Interpersonal Skills
- Growth Mindset and Continuous Improvement

PROFILE

Dynamic and proactive marketing professional with a solid understanding of marketing principles and a passion for driving business growth. Committed to leveraging emerging trends and innovative strategies to contribute to company success in the digital marketing landscape.

WORK EXPERIENCE

Surfweb Digital

Digital Marketing Associate

May 2024 - Present

- Set up and managed Meta ad campaigns to drive engagement and conversions.
- Conducted deep research for precise audience targeting, leading to more effective ad placements.
- Experimented with various campaign elements including audience types, optimization goals, creatives, and landing pages; meticulously documented outcomes in detailed reports.
- Collaborated with creative teams to craft ads that resonate with the target audience, enhancing overall campaign effectiveness.
- Enhanced clients' e-commerce platforms by updating product pages and optimizing content for better visibility and engagement.
- Worked closely with a team to craft creative strategies for client campaigns, ensuring alignment with brand objectives and market trends.

Digify Africa Bootcamp

Digital Marketing Intern

February 2024 - May 2024

- Contributed to the creative strategy by researching, brainstorming, and developing key messages and visual elements for a sustainability/ESG initiatives campaign.
- Led the creative strategy for a product launch, directing market research and crafting compelling key messaging and visuals.
- Developed the content strategy for an online banking relaunch, enhancing brand visibility and user engagement through targeted digital content.

L A N G U A G E S

- English
- Yoruba

R E F E R E N C E

Available On Request

Pacific CyberCafe

Administrator

April 2019 - May 2019

- Managed day-to-day operations of a cybercafe, overseeing browsing, design, printing, and online registrations, ensuring seamless functionality of technical equipment and software.
- Provided technical support for online exam registrations and higher education applications, demonstrating adeptness in troubleshooting and resolving complex issues to facilitate smooth customer experiences.

C E R T I F I C A T I O N

- Google ads Search Certification
- Google ads display Certification
- Microsoft Generative AI Productivity Skills Certification
- Microsoft Career Essentials in Software Development Certification
- Microsoft Generative AI Certification
- Cisco Networking Academy - English for IT 1 & 2