



# Digital Marketing Portfolio

Digital Marketing Professional

Supporting business growth through structured email campaigns, onboarding automation, and data-driven customer engagement.

# Professional Summary



## Tope Comfort Bakare Taiwo

Dedicated digital marketing professional with comprehensive training in email marketing strategy, CRM automation, customer engagement workflows, and SEO optimization. Proven ability to design conversion-focused campaigns and build automated nurturing sequences.

Certified in **IBM Digital Marketing & Growth Hacking** with **GenAI** and **HubSpot Inbound Marketing**, with hands-on project experience using MailerLite and HubSpot CRM.

**Career goal:** To help organizations improve customer communication, increase engagement rates, and strengthen early-stage conversion through structured marketing automation.

# Core Skills

## Email Campaign Design

Creating engaging promotional and transactional emails with compelling copy and strategic CTAs

## Lead Nurturing

Developing multi-touch sequences that guide prospects from awareness to conversion

## SEO Fundamentals

Improving a website's content, structure, and authority to increase visibility and drive organic traffic from search engines.

## CRM Automation

Building automated workflows in HubSpot to streamline customer journeys and nurture leads effectively

## Performance Tracking

Monitoring campaign metrics and analyzing data to optimize future marketing efforts

Tools: HubSpot CRM, MailerLite, Email Builder Platforms, SEMrush, Aherfs

# Project 1: Promotional Email Campaign

## MailerLite Implementation

A conversion-focused promotional email campaign designed to engage subscribers, communicate product value, and encourage customer action using MailerLite.

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### Strategic Planning

Defined campaign objectives, target audience, and key performance indicators

2

### Email Design

Built responsive email template with compelling copy, imagery, and clear CTAs

3

### Testing & Scheduling

Conducted A/B testing and optimized send times for maximum engagement

4

### Performance Analysis

Tracked open rates, click-through rates, and conversion metrics for optimization

## PetsRpal Pet Ca



### Pamper Your Pet with Our Sp

Treat your furry friends to the best in

- ✓ 20% Off All Pet Grooming Services
- ✓ Free Wellness Check for New Clients
- ✓ Premium Pet Boarding & Daycare

**Book Now**

It's the perfect time to give your pets the care they deserve. Book an appointment today and keep them happy and healthy!

# Project 1: Results & Impact

## Project Objectives

- Design professional promotional email campaign with clear value proposition
- Increase subscriber engagement and click activity through strategic content
- Communicate product benefits and special offers effectively
- Demonstrate real email marketing execution from concept to deployment

## Key Deliverables

Created a complete promotional campaign using MailerLite, including email copy, visual design, call-to-action optimization, and campaign scheduling for automated delivery.

Campaign structure designed to support improved open rates and click-through performance in a real-world marketing scenario

Demonstrated foundational email marketing capability and conversion-focused communication strategy



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# Project 2: Onboarding Automation

## HubSpot CRM Workflow

An automated welcome and lead-nurturing workflow built inside HubSpot CRM to improve new-subscriber engagement and support early customer conversion through personalized, value-driven communication.



### Welcome Sequence

Instant thank-you and introduction emails



### Value Delivery

Content series providing immediate benefit



### Conversion Path

Strategic nudges toward purchase

## Onboarding / Welcome Email

Subject: Welcome to PetsRpal Pet Care!

### Welcome to PetsRpal Pet Care!



### Welcome to PetsRpal Pet Care!

We're thrilled to have you and your furry friend as part of our pet care family. Our team is dedicated to providing the best in grooming, boarding, and wellness for your beloved pet.

[Get Started](#)

Get started with us and explore our services to ensure your pet stays healthy and happy. Book your first appointment today!

Feel free to reach out if you have any questions, we're here to help!

# Project 2: Process & Outcome



## Workflow Planning

Designed multi-step on boarding sequence aligned with customer journey stages



## CRM Setup

Configured HubSpot workflows, contact properties, and segmentation rules



## Email Creation

Wrote engaging welcome series with personalized content and strategic timing

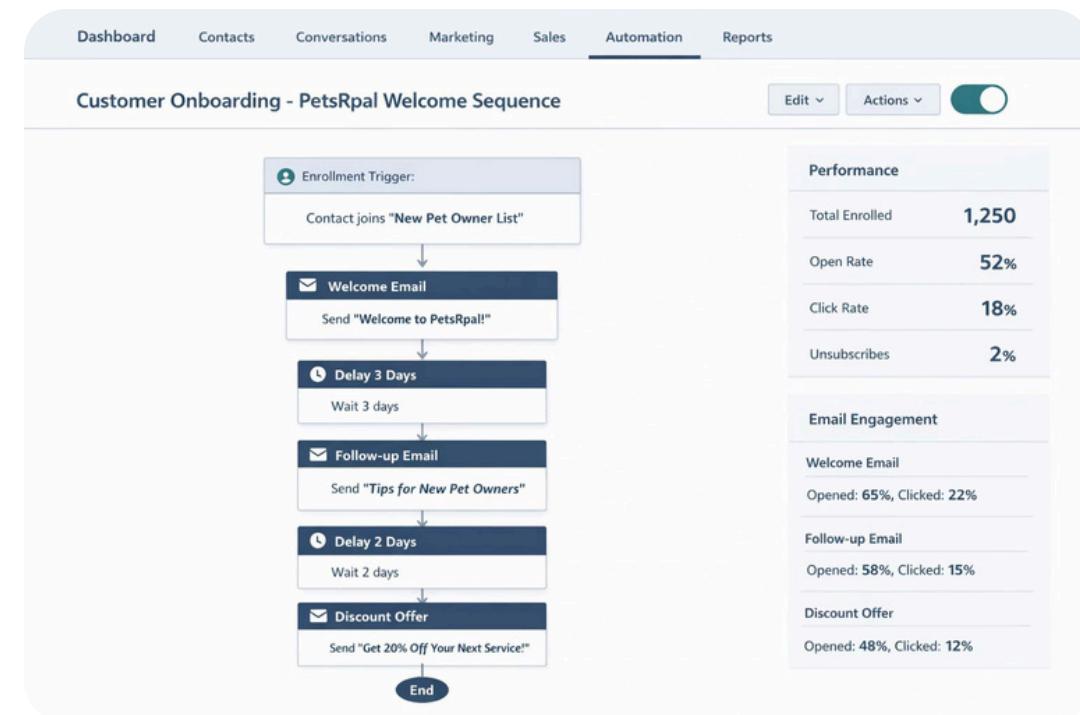


## Testing & Launch

Validated logic, tested personalization, and deployed automation

## Project Success

Built a functional onboarding automation system that automatically welcomes new subscribers, delivers value-driven communication, and demonstrates job-ready entry-level marketing automation capability



# Professional Certifications



## IBM Digital Marketing & Growth Hacking with GenAI

Comprehensive training in modern digital marketing strategies, growth hacking techniques, and AI-powered marketing tools



## HubSpot Inbound Marketing Certification

Industry-recognized credential demonstrating expertise in inbound methodology, content strategy, and lead nurturing



## HubSpot CRM & Email Marketing Training

Hands-on practical experience with CRM platforms, email automation, and campaign management tools

# Ready for Entry-Level Opportunities

## Roles I'm Pursuing

### Email Marketing Assistant

Supporting campaign execution and performance tracking

### CRM Marketing Assistant

Managing contact databases and automation workflows

### Digital Marketing Intern

Gaining cross-functional marketing experience

### Marketing Automation Assistant

Building and optimizing automated customer journeys

## Value I Bring

### Fast Learner

Quickly master new platforms and adapt to changing marketing needs

### Structured Thinking

Approach to workflow design and customer journey mapping

### Hands-On Practice

Real project experience with MailerLite, HubSpot CRM, and workflow

### Growth Mindset

Commitment to measurable business impact and continuous improvement

# Let's Connect

"Passionate about helping businesses grow through clear communication, structured automation, and customer-focused marketing strategies. Open to entry-level opportunities where I can contribute, learn, and create measurable impact."

## LinkedIn

[www.linkedin.com/in/topebakaretaiwo](https://www.linkedin.com/in/topebakaretaiwo)

## Email

comfortbtaiwo@gmail.com

Thank you for reviewing my portfolio! I'm excited about the opportunity to contribute to your marketing team and help drive customer engagement and conversion.

