

David Akerele

davidakerele16@gmail.com ❖ (631)965-9518 ❖ Dix Hills, NY ❖ github.com/davidak16 ❖ davidakerele.com/Inuit.html

WORK EXPERIENCE

FMK Group

Oct 2021– Present

Associate Product Marketing Manager

Dix Hills, NY

- Developed go to market strategy for customized delivery to multiple organizations, including the DoD, PANYNJ, leading to 30% increase in sales and customer retention.
- Worked with cross functional teams on product, design, sales, and web to enable marketing events, and multi-faceted marketing campaigns, which included paid campaigns, blogs, and social.
- Worked with web and engineering team to design and build custom home website and curated landing pages.
- Produced proposals from go to market plan including advertising rollout, created presentation with market share analysis, cost per ad, etc and coordinated with outside editors to organize video content. Presented to Directors, Senior Officers, VPs.
- Developed creative marketing plan, and collaborated with vendors and PANYNJ to display ads in all major NY airports. Increasing engagement and retention by 21% and 19% respectively.
- Wrote Newsletter to inform, educate, and empower employees and readers. Published in monthly magazine averaging >10k monthly readers.

Research Analyst

Aug. 2019 – Oct 2021

- Drove marketing strategy, negotiation, and execution with partners in the defense industry, was responsible for one third of all new contract renewals.
- Assisted in market research for go to market plan, campaign performed at 150% of the predicted forecast.
- Developed future plan for B2B marketing with JROTC and coordinated products valued at \$2MM, utilized coordinated systems and tools to build plan from the ground up.
- Managed \$1MM budget for ad campaigns and portfolio of NYARNG. Enabled faster turnover rate by using budgeting and allocation tools.
- Led team in implementation of new content including rollout of new products which generated > \$100K in revenue and >1k new monthly reader subscriptions.

PROJECTS

TakeYourShotOfficial

July 2021 – Sep 2021

Co- Founder

Dix Hills, NY

- Generated a 10% increase in revenue by utilizing competitive selling and targeted ad campaigns.
- Launched digital ad campaigns using Google Ads, Google Analytics, and Facebook Ads.
- Managed social media campaigns on Twitter and Instagram for custom shot glass store; developed creative and effective posts resulting in increased website traffic.
- Created and maintained custom website design using Figma and Shopify platforms to display catalog of various products and offer effectual customer support.

Potential Remedies for Environmental Pollutants Project

Jan 2019 – April 2019

Binghamton University Research Assistant

Binghamton, NY

- Modeled a two-way ANOVA test using R on the effect of copper on snail and plant remediation potential.
- Organized research and data into published research paper.

EDUCATION

Binghamton University

May 2019

Bachelor of Science, Biological Sciences

Binghamton, NY

- Relevant Coursework: Statistics, Computer Science, Calculus II
- Certifications: Algorithms & Data Structures Stanford University
- Alpha Sigma Phi Fraternity, Billiards Club Co-Founder

SKILLS & INTERESTS

- **Skills:** Strategic planning; sales, & distro; copywriting; content marketing; brand marketing; Shopify; coding (Basic Python, HTML, CSS, Javascript); MS Office; Excel; Basic Adobe Photoshop, Google Workspace
- **Interests:** Memes; Twitter; sustainability; new and emerging technologies; music; sports; traveling; volunteer firefighting;
- Reddit; IPAs; anime; Black Mirror