

# KAUTHAR ADEDEJI

## CONTACT

[adesoladdj@gmail.com](mailto:adesoladdj@gmail.com)



United Kingdom



[linkedin.com/in/adesola-adedeji](https://www.linkedin.com/in/adesola-adedeji)



## PROFILE

Result-driven Marketing and Communications professional with a proven track record of developing and executing strategic campaigns that drive brand visibility, customer acquisition and revenue growth. Experienced in leveraging both traditional and digital channels to create compelling content, manage stakeholder relationships and deliver measurable impact. Adept in developing data-driven strategies, harnessing the power of multimedia platforms and building enduring customer relationships.

## EDUCATION

### M.Sc: ADVERTISING AND MARKETING

University of Hull Hull - Hull, United Kingdom

09/2022 - 09/2023

### B.Sc: BIOCHEMISTRY

Olabisi Onabanjo University - Ogun State, Nigeria, Nigeria

07/2013 - 10/2017

## SKILLS

Content creation  
Marketing strategy  
Customer acquisition  
Social media management  
Marketing management  
Campaign planning

## WORK HISTORY

### INSTALLATIONS WARRANTY ADVISOR

Wren Kitchens - Barton-upon-Humber / 09/2023 – Current

- Responding to customer emails and telephone calls to initiate and resolve warranty claims.
- Allocating installers and scheduling remedial appointments for customers.
- Ensuring all customer interactions are documented on CRM platform.
- Adhering to data protection and security measures during outbound or inbound calls
- Maintaining 87% of cases resolved between 0 – 28 days

## IT SKILLS

MS office  
Wordpress  
Salesforce  
Mailchimp  
Intercom  
Semrush  
Tableau  
Facebook business suite

### STUDENT AMBASSADOR

University of Hull - Hull, KHL / 10/2022 – 10/2023

- Assisted staff in providing campus tours for agents and prospective students.
- Shared experiences to nurture understanding and rapport with students.
- Engaged in meaningful one-on-one interactions to create a powerful perception of the University.

### SOCIAL MEDIA MARKETING INTERN

Hypebee - London, HAM / 07/2023 - 08/2023

- Ensured maximum engagement across all platforms, monitoring analytics to identify viable ideas, trends, and growth patterns.
- Scheduled social media posts and promptly responded to comments on channels.
- Wrote and dispatched blog content on LinkedIn, boosting impressions by 880.9%.
- Stayed up-to-date with industry trends and emerging technologies, driving ongoing optimization of digital marketing strategies.

## SOFT SKILLS

Communication

Time management

Relationship building

Project management

Team work

## CERTIFICATIONS

### DIGITAL MARKETING

2023 / HUBSPOT ACADEMY

## AWARDS

### EMPLOYABILITY AWARD

05 2023 / UNIVERSITY OF HULL - UNITED KINGDOM HULL

Recognizes outstanding development and articulation of the skills and attributes characteristic of Hull graduates, indicating excellent employability.

## VOLUNTEERING

### VOLUNTEER MARKETING CONSULTANT

11/2022 - 04/2023 / UNIVERSITY OF HULL - HIPHUB COMPANY

### SOCIAL MEDIA MARKETING INTERN

07/2023 - 08/2023 / HYPEBEE - LONDON, HAM

### MARKET RESEARCH INTERVIEWER

Edinburgh, EDH / 07/2023 - 08/2023

- Conducted in-depth telephone interviews using pre-prepared scripts to ascertain balanced results.
- Ensured all data was recorded with meticulous accuracy in order to achieve quality research findings.
- Communicated effectively and persuasively with participants to gain views and information needed.
- Completed 2+ phone interviews per 4-hour shift, exceeding productivity quota by 1%.

### VOLUNTEER MARKETING CONSULTANT

University of Hull, HIPHUB Company - Hull, KHL / 11/2022 - 04/2023

- Liaised with management teams in developing marketing strategies and plans.
- Implemented strategies to engage and attract customers, increasing brand engagement and sales.
- Segmented markets for customer-focused value propositions and messaging.
- Gathered customer insight data to inform product development and marketing content.

### BRAND MARKETING EXECUTIVE

Nomba Financial Services Limited - Lagos / 01/2022 - 01/2023

- Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
- Managed development and implementation of multi-platform social media strategy to elevate digital presence.
- Deployed multiple marketing campaigns successfully for increased brand awareness among target audiences.
- Protected consistent branding across content for multiple platforms and campaigns.
- Developed deep consumer insights, translating findings into strategic brand positioning and promotional campaigns.
- Collaborated with cross-functional teams to align strategies and goals resulting in streamlined operations and improved campaign outcomes.
- Developed and executed digital marketing campaigns that increased social media followers by 2%

### PRODUCT MARKETING EXECUTIVE

Nomba Financial Services Limited - Lagos / 02/2021 - 01/2022

- Created digital and print collateral for distribution to potential clients and markets.
- Crafted and implemented plans and content for social media posts to reach different target audiences
- Analysed data from databases to identify cross-selling and upselling opportunities.
- Managed stakeholder expectations with performance reports and sales forecasts.
- Gathered customer insight data to inform product development and marketing content.
- Implemented strategies to engage and attract customers, increasing brand engagement and sales.
- Monitored campaign performance and developed data-drive insights leading to continuous improvements and an 80% increase in product awareness

## LANGUAGES

ENGLISH

## PROJECTS

- [https://youtu.be/o\\_5roFmbxOc?si=IfgFMmjw-LKF6Wcc](https://youtu.be/o_5roFmbxOc?si=IfgFMmjw-LKF6Wcc)
- [https://youtu.be/0c2n2w6PhYs?si=b1EUli00K3W4s\\_j7](https://youtu.be/0c2n2w6PhYs?si=b1EUli00K3W4s_j7)
- TVC - <https://youtu.be/tthN3x-l-IU?si=yL3ogWcWtdcYc86w>
- [https://youtu.be/AcrWy2OyODk?si=DtHFz00KQ3C0P\\_n7](https://youtu.be/AcrWy2OyODk?si=DtHFz00KQ3C0P_n7)
- <https://youtu.be/ji5kUQbnx6w?si=PsdpoMZK2UvWrbCg>

### CUSTOMER SUCCESS ASSOCIATE

*Nomba Financial Services Limited - Lagos / 06/2020 - 02/2021*

- Handled requests with friendly, knowledgeable service and support, continually achieving positive customer feedback.
- Managed high-volume customer queries simultaneously through effective multitasking.
- Managed over 30 customer calls per day
- Recorded customer communications to maintain proper documentation.
- Liaised with team to develop strategies in improving customer service.
- Improved company processes by analysing customer feedback and service trends.
- Achieved 100% in task accuracy

### CUSTOMER SERVICE EXECUTIVE

*Izikjon Services - Lagos / 07/2019 - 03/2020*

- Ensured compliance with store policies regarding payments, refunds, and fraudulent claims.
- Handled live chat queries within strict timeframe targets.
- Resolved complaints with proactive problem-solving and analysis.
- Updated account information after customer calls for well-maintained data accuracy.
- Maintained working knowledge of available products and services.