

AIKULOLA OLUBOLA

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PROFILE SUMMARY

Dynamic Digital Marketing Specialist with a comprehensive understanding of innovative marketing strategies, tools, and trends. I have demonstrated expertise in leading successful marketing campaigns, conducting in-depth market analysis, and ensuring adherence to industry standards and regulations. I excel in high-pressure environments and possess a knack for articulating complex marketing concepts to varied audiences in an easy-to-understand manner. My track record and unique set of skills position me as a valuable asset for any organization seeking to significantly amplify their digital marketing efforts and online presence.

CORE COMPETENCES

- Digital Marketing Strategy
- Market Analysis
- In-depth Technological Proficiency
- Product Marketing
- Content Creation
- Google Analytics
- Process Improvement
- Data Analytics
- Effective Communication

PROFESSIONAL EXPERIENCE

BheelInc (Media & Tech)

Digital Marketing Specialist & Content Consultant

2019 – 2021

- Directed the social media management for a governorship candidate's campaign, successfully growing an active follower base of 30K each on Twitter and Instagram within a three-month timeframe.
- Steered the management and organic growth of CubanaLagos' official Instagram page, successfully nurturing a community of 5K followers within just 30 days, while consistently producing and curating daily multimodal content that resulted in an average of 500 likes per post, highlighting a significant surge in audience engagement.
- Crafted impactful content for an NGO focused on malaria eradication in rural Lagos areas. This pivotal campaign led to increased usage of treated mosquito nets and a subsequent reduction in malaria cases among pregnant women.
- Collaborated with designers, and other content creators to produce high-quality, engaging content for various media channels, including social media, blogs and videos .
- Analyzed content performance and user engagement data to optimize content for maximum impact and reach.

End to End Pack Nigeria Limited - Procurement officer

2019

- Managed and delivered media coverage for the company's Global Training on Emotional intelligence in Dubai for 20 participants.
- Part of the procurement team that successfully executed a project for the supply of stationeries for a private University.
- Managed key vendor relationships and collaborated effectively with the logistic and supply team to procure quality goods.
- Generated reports and analyzed procurement data, provided insights and recommendations to management to support decision-making.

- Contributed as a key member of the digital marketing team that devised innovative strategies for user onboarding, significantly driving user growth for Uber Nigeria.
- Generated leads through a 30% increase in website traction within a week for an e-commerce site
- Served as an integral part of the marketing team for the musical artist, Kamartachio, crafting and executing effective social media strategies that successfully promoted his album, 'Guitar and Dream'
- Led a targeted digital marketing campaign that boosted brand awareness by 50% across key demographic sectors, resulting in an upswing in loan application rate for Fynaze Limited, a loan and consulting company

EDUCATION

BSc. Banking and Finance – Federal University of Agriculture Abeokuta

2019

QUALIFICATIONS

- **HubSpot digital marketing certification**
- **Google Ads Video Certification**
- **Google Ads Display Certification**
- **Google Shopping Ads Certification**
- **Google Ads Search Certification**
- **Google Ads App Certification**

SKILLS

- Excel in collaborating closely with team members, contributing significantly to the direction and performance of the team.
- Adapt effortlessly to diverse individuals, embracing varied attitudes, values, and personalities.
- Possess the capacity to translate intricate marketing strategies to a wide range of audiences, and thrive in cross-functional team collaboration.
- Familiar with various digital marketing frameworks, standards, and best practices such as SEO, SEM, and Content Marketing.
- Committed to continual learning and staying current with the latest digital marketing trends, technologies, and industry shifts.