

- J U M O K E A D E K A N Y E -

MARKETING COORDINATOR

+1 (647) 641-9085 • Brampton, Ontario • jumkye@gmail.com • linkedin.com/in/jumokeadekanye

Detail-oriented Marketing Coordinator with over 5 years of experience in B2C and B2B environments, specializing in executing multi-channel marketing campaigns. Proven expertise in project management tools (Asana, Trello), social media management (Instagram, Facebook, LinkedIn, TikTok), content creation, and email marketing. Skilled in editing materials to meet brand standards and plain language principles, as well as publishing marketing materials across various platforms. Strong collaborator, known for working with cross-functional teams to ensure timely delivery of projects, and experienced in tracking project analytics to enhance campaign performance. Proficient in SEO, WordPress, Adobe Creative Suite, and budget tracking. A team player with excellent communication, time management, and problem-solving skills, eager to support brand growth and engagement.

PROFESSIONAL EXPERIENCE

Pamane Atelier

Marketing Project Coordinator

June 2023 – present

- Developing and executing multi-channel marketing campaigns utilizing SEM, display ads, and social media platforms (Instagram, Facebook, LinkedIn, TikTok), resulting in a 36% increase in brand visibility and customer engagement.
- Collaborating with cross-functional teams, including marketing, design, and external partners, to design and optimize marketing assets, ensuring consistent brand messaging and alignment with overall strategy.
- Managing and creating social media content, leading to a 33% increase in sales and a 25% boost in community engagement. Monitoring social media trends and analyzing project metrics to ensure results meet targets.
- Assisting in editing marketing materials according to brand standards and publishing content across multiple platforms, ensuring compliance with document security and centralized storage requirements.
- Leveraging project management tools (Asana, Trello) to track project timelines and ensure efficient delivery while maintaining audit control and data security.
- Coordinating promotional events and creating sales enablement tools, supporting the marketing team in achieving key objectives.

Urban Web Solutions

Marketing Project Coordinator

June 2019 – May 2023

- Developed and implemented over 60 targeted social media strategies for B2C and B2B clients, resulting in a 45% increase in sales and customer engagement across platforms (Instagram, Facebook, LinkedIn, TikTok).
- Executed multi-channel strategies, including **email marketing**, **SEO**, lifecycle marketing, and **A/B testing**, improving audience engagement by 28%.
- **Edited** and updated marketing materials to meet brand guidelines and ensure high-quality content across digital channels.

- Enhanced client satisfaction by 75% through the execution of **data-driven marketing campaigns**, which focused on customer acquisition and retention.
- Supported event coordination, created sales collateral, and ensured compliance with **document security** and storage requirements.

VOLUNTEER EXPERIENCE

Tali’s Fund

Website Coordinator August 2024 – present

- Collaborating with cross-functional teams (marketing, product, design) to update and manage website content, enhancing brand visibility and driving community engagement across digital and social media platforms.
- Monitoring and analyzing user engagement metrics, leveraging data-driven insights to optimize content and improve the user experience, resulting in a 17% increase in donations and greater overall brand awareness.
- Assisting in the creation and optimization of web pages, incorporating visually compelling photos, graphics, and videos to ensure consistent brand messaging and enhance engagement across social media channels.

EDUCATION

Master of Science in Mass Communication - University of Lagos, Nigeria 2018

Bachelor of Science in Mass Communication - University of Lagos, Nigeria 2012

CERTIFICATIONS

Amazon Ads Foundations Certification – Amazon Sep 2024

Google Ads – Measurement Certification – Google Sep 2024

Google Analytics Individual Qualification - Google Aug 2024

Digital Marketing – HubSpot July 2024

Project Management Professional (PMP) – Project Management Institute March 2023

SKILLS

Project Management, Digital Platform Tools(Smartsheets, Workfront, Graphic Design (Adobe Creative Suite), Graphic Design, Editing, Audit and Document Security
Multitasking, Time Management, Written and Verbal Communication, Collaboration, Adaptability, Creative thinking.