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 Samuel Otigba







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SKILLS SUMMARY

- Go-to-Market Planning & Execution
- Market Research & Analysis
- Data Driven Decision Making
- Strategic Planning
- Cross Team Collaboration
- Creativity

AWARDS RECEIVED

-  YNAIJA POWERLIST: Most Powerful Young People in Corporate Nigeria 2020
-  Forbes Under 30 Nominee 2018,
-  AMBA golden Award Nominee 2016
-  Global Youth Forum UAE winner 2015/2016
-  Dragon Den Uni winner 2016
-  Enterprise student of the year 2015/2016

SAMUEL OTIGBA

PRODUCT MARKETING AND GROWTH

PROFESSIONAL SUMMARY

- A result oriented marketing professional with 10 years+ experience serving clients in driving brand growth and pioneering high impact marketing campaigns across multiple industries, including consumer goods, technology, fashion, hospitality, telecommunications and new media that drive revenue + significant ROI and nurture brand awareness + loyalty.
- Avid leader with demonstrated skills in market research, brand & business development, and go-to market strategy.
- Degree in Creative Arts (Graphic Designs and Multimedia), MBA Digital Business: Best Graduating Student with an additional certification in UX design.
- A product designer, lifestyle & travel digital influencer and brand ambassador for Emporio Armani's 'YOU' line.

KEY ACHIEVEMENTS

Led, developed and managed Meta's (Facebook) New Product in Nigeria's Go-To-Market Strategy and Launch campaigns.

- Alpha/Beta launch: Received early live signal on hypothesis, validated core feature sets & understood user experience resulting in a 3x faster product iteration and achieving product market fit with a +40% Sean Ellis score and +75% Net promoter score .

Led the digital transformation of AvanteFly

- Overhauled brand digital presence by creating a strong brand identity with unified aesthetics across all platforms boosting brand presence, awareness and increasing market share by 22%

Led and implemented the CAX Africa program marketing in Rwanda in partnership with AfreximBank, and Rwanda Development Bank (RDB) across 18 African countries.

- Developed an outstanding marketing pitch resulting in sponsorship deals of \$1,000,000.
- Led the scouting of industry talents in the African creative sector for CAX Africa resulting in a total of 2300 exceptional talents across Africa.
- Surpassed event registration target of 1500 persons by hitting 2,700. A 182% achievement rate.
- Increased social media ROI by 240% and digital marketing lead generation by 150%.

EDUCATION AND QUALIFICATIONS

- 2014-201 University of Salford MBA- Digital Business
Manchester Best Graduating Student
- 2006-2006 University of Nigeria BA Creative Arts (Graphic Designs and Multimedia)
Nigeria GPA: 2.1

RECENT WORK EXPERIENCES

Product Marketing Manager (Contractual Worker)

Sabee, NPE Meta

May 2022 -

Leading the marketing department to drive product adoption and usage by developing and managing go-to-market plans. Understanding market, competitive landscape, and target audiences, and translating into actionable insights for Product, Research, and Engineering.

- Developed and managed go to market plans which surpassed all alpha launch goals.
- Created compelling product marketing communications and content, including mobile (and web), user-facing materials, workshops, press releases to boost brand awareness and product adoption by 48% post beta launch.
- Synthesize learnings into actionable insights to shape plans and report best practices with cross-functional teams resulting in a 3x faster product iteration.

Chief Product Information Officer

AvanteFly LLC

March 2021 - April 2022

Led the execution of digital innovation initiatives and implementation

- Created business value through a data-driven operating model to improve operational efficiency by 35%
- Selected and implemented suitable technology such as CRM, SproutSocial and Trello to streamline all internal operations and help optimize strategic benefits.
- Monitored changes or advancements in technology to discover ways the company can gain competitive advantage to increase overall customer sales by 48%.

Head of Growth and Product Marketing

CAX Africa | Folio Media Group

February 2020 - Feb 2021

Product, People and Partnerships experience, engagement, growth and acquisition.

- Increased national and global partnerships for the different sectors in the creative industry by 15% such as partnerships with CNN Africa and CIG (Creative Industry Group).
- New business and pitch winning rates hover around 70%.

Senior Brand and Product Manager

CAX Africa - Creative African Exchange (AfreximBank)

Nov 2017 - Jan 2020

Led a 15-person team to deliver marketing services.

- Surpassed event registration target of 1500 persons by hitting 2,700. A 182% achievement rate.
- Increased social media ROI by 240% and digital marketing lead generation by 150%, grew Facebook and Instagram likes by more than 5x and boosted twitter followers from 1005 followers to 2,437 organic followers.
- Created web portal to transform previously archaic intranet into a dynamic website improving communication flow and built a crowd-sourced registration database, generating a 200% uplift in organic traffic to the website in 3 months.

COMMUNITY BUILDING AND MENTORSHIP

Mentorship Advisory

The Assembly Hub | British Council
2022- present

- Mentoring over 50 creatives on digital illustration and coaching on additional skills such as product management, Branding, digital marketing, and Content Strategy.
- 85% of creatives have proceeded in launching startups or increasing their business revenues.

CoFounder

MAE- Modern African Entrepreneurs
2018 - till date

- Aggregated the top entrepreneurs across Africa to create a solution driven community.
- Assisting members with creating investment pitches to broker high level deals, introducing and negotiating for members on investment funding, and offering one-on-one branding sessions to assist members with their individual business branding and strategy.
- Deals worth over \$1,000,000 has been brokered effectively within the community.

Social coach and Digital Advisory Board Member

United Nations NGO, Youth Charter
June 2016 – present

- Engaging young people through art, culture and digital activity.
- Equipping them with mental, physical and emotional life-skills and resilience.
- Empowering them with the aspiration for college, university, employment and entrepreneurship.
- Successfully delivered community and reputation management for Mayor Andy Burnham's Campaign (2017) in partnership with the Youth Charter by building community synergy and data analysis of feedback and processes to capture the manifesto campaign.

Facilitator/Mentor

Nemakeathon (rebuilding the north east) - Office of the Vice President of Nigeria
Feb 2018 – October 2018

- Provided entrepreneurship, leadership and Mentorship assistance to the participants of the innovation hub.
- Contributed innovative and creative options/ approaches to address needs for community space and educational facilities for IDP and host communities.
- 25% of the participants received seed funding for project ideas and 40% of the projects were deployed.

ADDITIONAL INFORMATION

Interests Travel, Mentorship, Leadership, Designing

Certifications Foundations of UX design (Google)

Languages English (fluent), Igbo (fluent), French (Beginner)