AKINBONI**, AYODELE MICHAEL**

**B.Sc Physics Electronics**

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**PROFESSIONAL SUMMARY**

Enthusiastic and highly motivated marketing project manager with over 4 years of experience in developing and executing multi-channel marketing strategies that enhance brand visibility, customer acquisition, and revenue growth. Skilled in leading cross-functional teams and leveraging digital platforms to maximize impact. A strategic thinker and problem solver, committed to aligning marketing efforts with organizational goals for measurable success.

**WORK EXPERIENCE**

**Marketing Project Manager,** January 2024– till date

BOXHOUSE MARKETING.

**Key Achievements:**

* Led the creation of comprehensive project plans and timelines, ensuring the timely completion of tasks and contributing to the success of the projects.
* Regularly conducting market research to enhance quality and align with industry trends.
* Developed and implemented targeted marketing strategies that increased stakeholder engagement by 40%, creating measurable connections between brand initiatives and organizational objectives, resulting in successful project outcomes.
* Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
* Oversaw projects from inceptions to completion, ensuring all tasks, budgeting. And resources adhered to established policies and procedures.

**Marketing Project Manager,** June 2021– December 2023

God’s Grace Multiplex, Lagos.

**Key Achievements:**

* Regularly conducting market research to enhance quality and align with industry trends.
* Executed marketing strategies, tactics, and measurement plans crafted to fulfill organizational goals and create a lasting impression on stakeholders.
* Performed full account management of clients in FMCG.
* Develop implemented a multi-channel marketing strategy to effectively engage target audiences and drive customer conversion
* Successfully delivered projects on time and within budget, resulting in improved customer satisfaction and a 70% increase in sales.

**Client Service Specialist,** December 2020– March 2021

DIJO Experience Marketing.

**Key Achievements:**

* Coordinated client communication by working with team members to divide the work to appropriate services specialist
* Display promotional displays, including quarter and full-service point of purchase displays
* Collaborated with crossfunctional teams to gather and analyze client data, translating insights into strategic improvements; the initiative led to the successful resolution of 100+ client issues within a single quarter

**Marketing Executive**, Jan. 2019 - Jan. 2020

BC-KASH Cooperative and Investment Society - Lagos

**Key Achievements:**

* Monitored and tracked how loans given out to SMEs are judiciously used.
* Planned Marketing strategies to increase sales, improve customer retention
* Build Strong relationship with clients and follow up in loan due.
* Obtained, Verified and compile copies of loan applicants and credit histories, corporate financial statements, another financial information.

**EDUCATION**

* Master of Information Technology 2023– University of Lagos
* Bachelor of Science (Hons), Physics and Electronics - 2018

Adekunle Ajasin University.

**SKILLS AND COMPETENCES**

* Project Management
* Ability to analyze market trends and competitive intelligence
* Preparing budgets and timelines
* Budgeting
* Project Schedule
* Brand Management
* Effective Communication
* Data Analytics and insights (Microsoft excel, Power bi, and Tableau)