

FUNMILAYO IKUOPENIKAN

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PROFESSIONAL SUMMARY

Strategic marketing and digital experience specialist with years of expertise in customer engagement, social media management, and revenue growth. Proven track record of developing data-driven marketing campaigns and building high-performing teams. Demonstrated success in enhancing brand visibility, driving customer retention, and delivering measurable business outcomes across diverse industries.

PROFESSIONAL EXPERIENCE

Digital Customer Experience Executive | National Express

February 2023 - Present

- Spearheaded social media campaigns resulting in significant engagement growth across platforms, leveraging Sprout Social, Salesforce, and Orlo for optimised content delivery
- Developed comprehensive analytics reports with actionable insights, enabling data-driven decision-making for campaign optimisation
- Established and maintained brand reputation through strategic management of customer feedback on Trustpilot and TripAdvisor
- Implemented proactive customer service strategies, identifying systemic issues and collaborating with cross-functional teams for resolution
- Maintained a high level of customer satisfaction by promptly responding to and resolving customers' inquiries, comments, and complaints through various digital media channels, thereby increasing customer retention and loyalty

Sales and Marketing Officer | PlusWord Roofing

November 2017 - December 2021

- Orchestrated B2B sales strategies and maintained relationships with 20+ key stakeholders, driving substantial revenue growth
- Developed and executed integrated marketing campaigns across multiple social media platforms, significantly enhancing brand visibility and engagement
- Conducted market research that informed successful product launches and identified new business opportunities
- Provided executive-level support to CEO while simultaneously leading and coaching high-performing sales teams to exceed targets

Marketing Assistant | Bestrael Clothing Retail Ltd

June 2014 - October 2017

- Revolutionised e-commerce operations through strategic content creation and video marketing, driving significant increase in online sales
- Designed and implemented targeted communication strategies that expanded market reach and customer base

- Executed multi-channel social media campaigns that enhanced brand awareness and customer engagement

Customer Service Team Lead | MTN Communication Limited

January 2009 - January 2012

- Led customer service operations for telecom provider serving 50+ million subscribers
- Implemented performance monitoring systems and coaching programs that elevated team service quality
- Achieved consistent revenue growth through strategic up-selling and cross-selling initiatives
- Established collaborative partnerships across functional teams to streamline issue resolution

Business Development Officer | Yardstick Properties & Development Company

October 2006 - December 2008

- Exceeded annual corporate deal targets through strategic client relationship management
- Developed and executed targeted sales strategies that expanded market presence
- Created customer value optimisation plans that maximised client retention and revenue

EDUCATION

MSc Strategic Marketing Management | Aston University, UK (2023)

MBA General Management & Administrative | University of Glamorgan, UK (2013) - Merit

BSc Economics | University of Ilorin (2005) - Second Class Division

CORE COMPETENCIES

Social Media Management

Customer Experience Optimisation

Data Analytics & Reporting

Team Leadership & Development

B2B Sales & Relationship Management

Campaign Development & Execution

Cross-functional Collaboration

TECHNICAL SKILLS

Sprout Social

Salesforce

Orlo

Social Media Platforms

CRM Systems