

Contact

Ikeja, Lagos
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Top Skills

Marketing Strategy
Digital Marketing
Business Development

Languages

English
Yoruba
Pidgin

Certifications

What is Social?
The Importance of Listening
Business Storytelling with C.C. Chapman
Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing
Project Management Simplified

Patents

e-Casting

Abiola Ewuola

Communication Strategist (Digital and Traditional Media)

Summary

I am passionate about building break-through brands! My long-term goal is to become a global marketing leader in the field.

The next generation of marketing leaders will have a strong mix of creative savvy and analytical expertise. So, I've been laser-focused on acquiring strong marketing and media expertise from working with some of Nigeria's largest brands (ARM, La Casera, Smoov Chapman). I've rounded out my work experience with various courses focused on analytics, consumer behaviour, integrated marketing communications, brand positioning and marketing strategy.

In my current role as Digital Communication Strategist at Bytesize Digital Marketing, I am refining my creative acumen, strengthening my cross-functional team leadership ability, sharpening my strategic planning skills, and translating consumer insights into actionable brand plans.

Experience

Revo Digital
Digital Marketing Consultant
June 2018 - Present
Lagos, Nigeria

I offer the following digital marketing services:

1. Website and Blog Design & Development
2. Social Media Page Design, Marketing & Management.
3. Search Engine Optimization & Search Marketing
4. PPC (Pay Per Click) Advertising & Management
5. Content Marketing
6. Online Public Relations
7. Mobile Marketing Services
8. Custom eNewsletter Design & Development

9. Digital Marketing Training.

Marcomss.com

Digital Marketing Consultant

May 2019 - Present

Nigeria

I am a digital marketing consultant for Marcomms. From planning their overall online marketing strategy to implementing & measuring their marketing performance for their various clients - Nigeria Pentathlon Federation - Sterling Bank - Polaris Bank - Mr Biggs - My efforts has contributed profitably.

My activities include:

- Website Design & Management
- Social Media Branding & Management
- Online Reputation Mgt (Listening & Monitoring)
- Mobile Marketing
- Content Creation & Blogging
- Marketing Analytics & Reporting
- SEO
- PPC Advertising & Retargeting (Facebook, Google AdWords & LinkedIn).
- Traditional Media Copywriting

Light On Inverter

Digital Marketing Consultant

September 2019 - Present

Nigeria

I am a digital marketing consultant for Light On Inverter. From planning their overall online marketing strategy to implementing & measuring their marketing performance.

My activities include:

- Website Design & Management (<http://lightoninverter.com>
- Social Media Branding & Management (<http://fb.com/lightoninverter>
<http://instagram.com/lightoninverter> <http://twitter.com/lightoninverter>)
- Online Reputation Mgt (Listening & Monitoring)
- Mobile Marketing
- Content Creation & Blogging
- Marketing Analytics & Reporting

- SEO
- PPC Advertising & Retargeting (Facebook, Google AdWords & LinkedIn)

Bytesize; Digital Marketing Agency

Assistant Campaign Manager

June 2018 - Present

Ikeja, Lagos

MuvinBox

Chief Executive Officer

Overall operation of the company

Bytesize; Digital Marketing Agency

Account Digital Communication Strategist - The La Casera Company (TLCC), ARM Insurance

June 2018 - June 2019 (1 year 1 month)

Lagos, Nigeria

- Develop client digital communication strategy (B2B & B2C) across a portfolio of accounts and create tactics for clients on how to achieve their business communication goals in the most effective manner by utilizing their various marketing channels most efficiently.

- Worked closely with Community Managers, Copywriters, Creative Executives and Client-side Brand Managers on day-to-day operational processes including social media community management, customer information management, content design, campaign set-up, receipt of creatives, trafficking, optimization, troubleshooting, reporting and QA.

Portfolio: TLCC DIGITAL MANAGEMENT ((La Casera, Smoov and Nirvana Table Water)

ARM (ARM Life, ARM Insurance, ARM Pension)

Education

Adekunle Ajasin University

Bachelor of Arts (B.A.), Mass Communication/Media Studies · (2013 - 2017)