



2015  
**Bachelor of Science**  
olabisi Onabanjo University

## Expertise

- Brand Strategy
- Creative Strategy
- Go-to-market Strategy
- Creative Briefing
- Audience Segmentation
- Brand Positioning
- Desktop Research

## Language

English  
Ibibio  
Yoruba

# Blessing Emmanuel

## Senior Strategist

Senior Strategist with six years of experience in developing and executing comprehensive marketing strategies. I excel in harnessing empathy, insight, data, and creativity to tell stories that would build brand preference and deliver business growth. I've delivered strategies on highly impactful campaigns for top brands like Blue Band, Google, Godrej, Guinness, Imperial Leather, Jack Daniel's, Premier Cool, ServiceNow and VMware.

Constantly seeking to understand markets, brands and individuals at the deepest levels is what fuels my love for strategy. **HeyHuman's** belief in the power of human brands offer the prospect to develop works that will help people find happiness and meaning in a world of increasing chaos. I am interested in the role because it's an exciting and challenging opportunity to harness modern commercial creativity to tell brand stories that would influence consumers choice and deliver business impact. Lastly, I get to create works for Guinness Africa again.

## Experience

### July 2022 - April 2023

The Marketing Practice | London, UK

#### Marketing Strategist

- Facilitated workshops and developed B2B marketing strategy with an accurate buyer journey map for different enterprise technology solutions, resulting in increased sales progression.
- Articulated complex technology and the role it plays in business to develop messaging for Account Based Marketing and Demand Generation campaigns.
- Led the development of a gamified campaign for VMware's Cloud Solutions, resulting in increased solution awareness and 48% demo request.
- Built and nurtured strong client relationships with the ServiceNow Global Integrated Campaigns team, serving as a trusted advisor and collaborating closely to align strategies with business objectives.
- Presented strategic recommendations and campaign proposals to the ServiceNow team and senior stakeholders, effectively articulating complex ideas into persuasive presentations.

### March 2022 - July 2022

BBDO | Remote Working, London, UK

#### Senior Strategy Manager

- Led strategic planning and execution of integrated marketing campaigns to position Guinness as the most magnetic brand in Nigeria, recruiting one million new young drinkers.
- Conducted in-depth market research and analysis, including consumer trends, market dynamics, and competitor strategies, to identify and deliver growth for Guinness in West Africa.
- Collaborated with Guinness Global Brand team to ensure campaigns developed are reflective of the consumers in Africa and guiding the development of compelling brand narratives and creative assets.
- Successfully led pitches, securing new business and expanding the agency's client portfolio with clients like Guinness Cameroon and Jumia Africa.

### August 2021 - February 2022

BBDO | Lagos, Nigeria

#### Senior Strategy Manager

- Pioneered the development of BBDO Culture Compass, a tool for continuous trendspotting and consumer-listening.
- Developed brand positioning strategy to launch Guinness Smooth as an easy going, smooth flowing liquid for young male and female drinkers, driving adoption of Guinness among younger drinkers.
- Led strategic planning and execution of progressive gender marketing campaigns to position Guinness as an inclusive brand in Nigeria, disproportionately winning recruitment amongst women.
- Developed strategy for advertising campaigns that rebuilt perceptions and increase relevance of Guinness in grass roots local culture, delivering 33% sales increase from five states in Nigeria.
- Led the planning and execution of Guinness Bright House; a series of experiential events where 10k+ young drinkers experienced the magic of Guinness in one night across cities in Nigeria and Cameroon. Increasing preference for Guinness within consumption occasions.

### May 2018 - July 2021

BBDO | Lagos, Nigeria

#### Senior Strategy Executive

- Strengthened agency's revenue base by crafting pitch -winning strategies that converted prospects into new accounts: Stanbic IBTC, Upfield - Blue Band Kenya, and FairGlow.
- Developed brand positioning and integrated campaign for the relaunch of PZ's Premier Cool soap that drove product adoption among young males in Nigeria.
- Led strategic planning and execution of integrated marketing campaigns (Visa Restaurant Week, Visa X Uber and Visa X FIFA), accelerating the adoption Visa cards as preferred means of payment among young Nigerians.