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## PROFESSIONAL SUMMARY

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Passionate and results-driven Marketing Manager with a proven track record of crafting and executing innovative strategies to drive brand visibility and engagement. Exceptional skills in advertising coordination, product development, and customer management. Proficient in leveraging cutting-edge tools including Microsoft Office Suite, CRM platforms, and Google Analytics/AdWords to optimize marketing initiatives. Adept at social media management, market research, and brand development, delivering world-class results. Known for fostering positive client relationships and thriving in dynamic, fast-paced environments.

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## PROFESSIONAL SKILLS

- Market research
  - Brand management
  - Promotional campaigns
  - Social Media Marketing
  - Search Engine Optimisation
  - Search Engine Marketing
  - Public Relation
  - Advertising coordination
  - Product Development
  - Customer Management
  - Microsoft Office Suite
  - Social Media Management
  - Google Analytics/Adwords
  - CRM Tools
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## WORK EXPERIENCE

### Eagle fm

#### Radio host/ Reporter/Head of Sales

**April 2022- May 2024**

- Developed and executed innovative marketing strategies and campaigns to effectively promote airtime sales
- Conducted thorough analysis of data and metrics to evaluate the effectiveness of marketing campaigns and refine strategies for optimal performance.
- Collaborated seamlessly with cross-functional stations to develop and positive public perception, ensuring cohesive brand messaging.
- Conducted in-depth market research to identify consumer needs, preferences, and behaviors, providing valuable insights for targeted marketing initiatives.
- Implemented successful strategies that resulted in a substantial growth of the total online following and contributed to increased sales volume.
- Receiving clients' complain and resolving misunderstandings.

### Marketing Manager

#### Lightbox

**December 2021- January 2022**

- Developed and implemented effective marketing strategies for the successful launch of new ophthalmological products, resulting in increased brand visibility engagement, and purchase.
- Led and directed cross-functional teams to enhance the company's online presence through site creation, and copywriting .
- Planned and executed events through email marketing to create impactful experiences for attendees and strengthen client relationships.
- Collaborated with production, graphic design, and web-design teams to coordinate the production of corporate communications materials.
- Utilized various metrics and tools to analyze marketing performance and provide valuable insights for strategic decision-making.
- Spearheaded the creative team behind various user friendly manuals and tools for clients and customers easy navigation around products.
- Received customer complaints and ensure problems are solved to satisfactory level.

**Community/Social media Manager**  
**Kochhouse Nigeria**  
**June 2019 - August 2021**

- Spearheaded the development and execution of innovative marketing strategies, resulting in enhanced brand visibility and engagement.
- Managed digital marketing campaigns to effectively promote new products and services across various platforms.
- Established strategic partnerships with influencers and Celebrities around the world to drive product promotion and increase brand awareness.
- Conducted in-depth market research to identify emerging trends and opportunities, informing strategic planning efforts.
- Monitored social media presence, ensuring active engagement with the target audience and reporting on key performance indicators.
- Spearheaded email marketing campaigns to ensure seamless communication between clients and the brand.

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**EDUCATION**

**Ajayi Crowther University**  
Bachelor of Science [B.Sc] - Mass Communication  
2016 - 2020

**CERTIFICATION**

**Google Digital marketing Skills**  
Google email marketing