



Adedayo Ojo

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PROFESSIONAL PROFILE

Results-oriented Marketing Specialist with a thorough understanding of ATL and BTL marketing. Vast in branding, digital marketing, graphic design, content marketing, customer engagement, and community building strategies that can successfully penetrate new markets, capture market share, and accelerate top and bottom-line revenue growth.

CORE COMPETENCIES

- Strong management skills, excellent oral and written communication skills.
- Deep understanding of digital and offline marketing.
- Proven experience of delivering effective and innovative marketing campaigns.
- Experienced in managing successful social media campaigns, and a solid understanding of social media marketing.
- Solid understanding of web metrics, digital analytics, with the ability to generate, analyze and interpret data.
- Proficient with Adobe Photoshop, Illustrator, InDesign, Final Cut Pro, Key Note, Pages, Microsoft Office, etc.

CAREER OBJECTIVE

A conscientious Marketing professional with exceptional skills that are needed to bolster the brand awareness, revenue, sales, and reputation of any company, seeking a position where experience, positive interaction skills, and flexible attitude to work can increase the sales and overall efficiency in a company which rewards hard-work and creativity.

PROFESSIONAL ACHIEVEMENTS

- Proactively strategized a rock-solid marketing plan for Modular Concepts LLC, with maximizing opportunities for both potential and existing customers, the combined impact of which led to a meteoric increase in sales revenue of 50%.
- Drove a 300% increase in web traffic for Royal Smart Limousine LLC through integrated digital campaigns
- Proofread, wrote and edited marketing collaterals for printing and online purposes for all previous companies
- Built and designed presentable branding/marketing collateral for all the companies I worked with.
- Performed ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs.
- Boosted lead generation campaigns for current employer by 124%, primarily through LinkedIn
- Differentiated business through extensive follow-up to assess clients' requirements and foster relations for Martinville Acoustics.
- Generated lead reports for current employer to measure campaign(s) results.
- Coordinated companies' participation at renowned global exhibitions in UAE, KSA and Oman

PROFESSIONAL SKILLS

- SEO
- Google AdWords
- Strategic Planning
- Positive Interaction skills
- Email Marketing with strength in MailChimp, Zoho and Atomic Emailer software
- Online/ Social Media Marketing
- Project and Administrative Management
- Content Creation/Writing
- Content Management Systems
- Knowledge of Web Development/Management
- Graphic Design with good knowledge of Adobe Illustrator, Photoshop, InDesign, Keynote, Pages etc.

WORK EXPERIENCE

MODCONS GROUP

2018 – Till Date

Position: **MARKETING SPECIALIST**

Duties and Roles:

- Managing all marketing for the company and activities within the marketing department.
- Developing the marketing strategy for the company in line with company objectives.
- Co-ordinating marketing campaigns with sales activities.
- Overseeing the company's marketing budget.
- Creation and publication of all marketing material in line with marketing plans.
- Planning and implementing promotional campaigns.
- Manage and improve lead generation campaigns, measuring results.
- Overall responsibility for brand management and corporate identity
- Preparing online and print marketing campaigns.
- Monitor and report on the effectiveness of marketing communications.
- Creating a wide range of different marketing materials.
- Working closely with the design team and assisting with new product launches.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Analyzing potential strategic partner relationships for company marketing.
- Coordinating all conferences and exhibitions within the MENA region.

EXPRESS DIGITAL SYSTEMS FZE, DUBAI

2016 – 2018

Position: **MARKETING SPECIALIST**

Duties and Roles:

Offline Marketing:

- Developed, planned and executed marketing collaterals and analyzing its impact and effectiveness
- Developed and coordinated multimedia packages.
- Developed, managed and designed layouts of creatives such as campaign banners, presentations, email newsletters, digital support materials, brochures etc.
- Created and coordinated SMS and E-mail campaigns for clients

- Analyzed market research and planned promotions, competitions and other various creative marketing technique, in line with marketing plans and budget of the company.
- Co-ordinated with third party vendors such as PR agencies, design agencies, models and prints companies, for clients' promotional needs/requirements.
- Collaborated with designers to improve user experience
- Analyzed potential strategic partner relationships with other agencies.
- Demonstrated ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.

Social Media Marketing:

- Managed clients' social media marketing campaigns and day-to-day activities Develop relevant content topics to reach the company's target customers.
- Oversaw the creation and management of all published content (images, video and written).
- Monitored, listened and responded to users in a "Social" way while cultivating leads and sales.
- Conducted online advocacy and opened a stream for cross-promotions.
- Developed and expanded community and/or influencer outreach efforts.
- Oversaw design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.).
- Designed, created and managed promotions and Social ad campaigns.
- Managed efforts in building online reviews and reputation. Monitored online reviews and respond to each review.
- Analyzed key metrics and tweak strategy as needed.
- Compiled reports for management showing results (ROI).
- Became an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Developed organizational elements in order to implement a proactive process for capturing happy, loyal customer online reviews.
- Monitored trends in social media tools, applications, channels, design and strategy.
- Monitored effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.

Other Digital Marketing Roles:

- Performed the 'Search and Social Principles' through keyword research and Google Analytics
- Oversaw the client-to-client campaign budget.
- Reviewed and actively managed clients' (WordPress) websites
- Used and researched the internet and new media to reach new customers, generate leads and retaining existing customers
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, Web Trends etc.)
- Assisted the Marketing Manager in strategizing periodic trainings for the social media team

ROYAL SMART LIMOUSINE, DUBAI

2015 –2016

Position: MARKETING OFFICER

Duties and Roles:

- Created online surveys to access customers' feedbacks on services and products
- Evaluated incoming partnership proposals
- Initiated and managed active promotions and deals for corporate clients/ partners
- Initiated internal promotions for employees
- Prepared, planned and managed the publication of all publicity material to maximize brand promotion.
- Created marketing campaigns and worked with the company's external PR agency to see them executed.
- Created and developed new innovative ways to communicate the company message to existing customers and clients.
- Contributed to the annual sales and marketing plan.

- Planned and managed marketing events and evaluated their success.
- Evaluated the effectiveness of all marketing activity.
- Developed and implemented an internal marketing programme.
- Supported the Marketing manager in day-to-day marketing activities.
- Planned, developed and delivered campaigns as agreed within timescales.
- Responsible for the creation and editing of content for all marketing collaterals
- Developed, planned and executed emailer campaigns
- Managed all social media campaigns for the company
- Developed and launched several SMS Campaigns to notify customers and clients about existing promotions.

EDALAF PROPERTIES LIMITED, NIGERIA.

2013 –2015

Position: MARKETING REPRESENTATIVE

Duties and Roles:

- Met with potential clients to discuss services and products offered by the company
- Attended meetings and conferences discussing new features and services
- Cold calling potential clients
- Drafted reports regarding amount of sales and customer feedback
- Made phone calls to existing customers to ask questions regarding satisfaction of services
- Contacted potential customers on a call list to offer them services and products from different companies
- Participated in both internal and external promotions
- Documented notes for each customer or phone number for future reference
- Visited potential customers to offer them a free estimate for company services
- Supervision of market research
- Organized marketing research to implement brand awareness.
- Conducted customer surveys to analyze the demands of the market.
- Analyzed product and market pricings on a regular basis.
- Tracked the activities of the company's competitors with the aim of gaining sustained knowledge of competitor activity.
- Managed clients' portal.
- Responsible for new employees training.
- Products management

ACADEMIC QUALIFICATION

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| • Bachelor of Arts in Philosophy | 2012 |
| • Diploma in Marketing | 2008 |
| • West African Senior Certificate Examination | 2004 |
| • Senior Secondary Certificate | 2001 |

LEADERSHIP EXPERIENCE

- **President (2011/2012 Academic Session)**
National Association of Philosophy Students
Ekiti State University, Ado-Ekiti.
- **General Secretary (2007/2008 Academic Session)**
Faculty of Management Students Association
Ekiti State University, Ado – Ekiti.

AWARDS OBTAINED

- **Best Graduating Student in B.A. (Hons.) Degree Examination in Philosophy** for 2011/2012 Academic Session.
- **Best Graduating Student in Philosophy** for 2011/ 2012 Academic Session.
- **Most Influential Student** (Faculty of Management Students Association) 2006/2007
- **Fresher of the Year Award** (National Association of Philosophy Students) 2008/2009

PERSONAL INFORMATION

Nationality: Nigerian
Sex: Male
Language: English
Passport Number: A07058942
Passport Expiry: 09 December, 2020
License: **Valid UAE Driver's License**