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OBJECTIVE & SUMMARY:

To lead, challenge and be challenged in a digital marketing strategy and marketing communication position. Analyze and improve marketing, sales and operational performance. Develop products campaigns, markets and establish relationships with stakeholders. A marketing professional with over 4 years of progressive experience in digital marketing, business strategy and ecommerce.

SKILLS

- PPC analysis
- Web analytics and Reporting
- Keyword Analysis
- Adwords Bid management
- Brand management
- Content Marketing
- Consumer behavior analysis
- Integrated Media
- SEM & SEO Planning
- Marketing communication

PROFESSIONAL EXPERIENCE:

TINC Creative

Managing Partner

2014 - Present

Sidmach Technologies Nigeria Limited

Digital Marketing & Brand Communication Strategist

2016 - Present

- Planning, development and execution of digital programs and campaigns including, SEO/SEM, email, social media, mobile and display campaigns
- Design, build and maintain Sidmach social media presence. Including management of digital touchpoints, homepage and landing pages
- Increase brand awareness, promote company's products and drive prospects to conversion
- Initiate effective marketing campaigns online and translate business goals into successful marketing campaigns
- Ensure integrated marketing communications for all campaigns. Leverage events, PR, conferences, seminars and exhibitions online on relevant social media channels
- Measure and report performance of all digital marketing campaigns
- Evaluating customer research, market conditions and competitor data
- Evaluate emerging technologies, keep the company at the forefront in digital marketing,
- Provide thought leadership and perspective for adoption on online brand communication
- Identify trends and insights, optimize spend and performance based on the insight
- Collaborate with agencies and other vendor partners
- Brainstorm new and creative growth strategies
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels
- Responsible for planning and budgetary control of all digital marketing

Konga Online Shopping Limited

Digital Marketing Specialist

2015 - 2016

- New Keyword Development and Testing
- Monitor and analyze campaigns to meet revenue goals
- Hands-on Bid Optimization
- Ad Copy-Writing and Testing
- Track, report, and analyze your PPC initiatives and campaigns.
- Developing Testing Plans, Implementing New Strategies and Measuring the Results
- Grow our keyword portfolio, manage campaigns with potentially several hundred thousand keywords

Search Engine Optimization

- Competitive & Market Analysis
- Perform Search Engine Ranking Reports

Content Writing

- Work along with copywriters in creating content, for online outlets
- Work on content optimization projects and product page development in a collaborative team setting.
- Keep abreast of competitors' websites content.
- Knowledge of Search Engine Optimization best practices for content
- Localization of content of website
- Responsible for writing and publishing, maintaining and updating, monitoring and responding to user-contributed website content, and participating in social media efforts.
- Other duties as assigned.

DealDey Limited

Digital Marketing Lead

2014 - 2015

- Devising strategies to drive online traffic to the company website via search marketing
- Making improvements to the website visibility through SEO & SEM.
- Developing and managing digital marketing campaigns
- Oversee and manage affiliate marketing
- Utilizing a range of techniques including paid search, SEO and PPC.
- Overseeing the social media strategy for the company.
- Managing online brand and product campaigns to raise brand awareness.
- Support the redesign of the company website for SEO optimization.
- Improving the usability, design, content and conversion of the company website
- Responsibility for planning and budgetary control of all digital marketing
- Evaluating customer research, market conditions and competitor data.
- Review new technologies and keep the company at the forefront of developments in digital marketing.

Konga Online Shopping Limited.

Content Management Lead

2013 - 2014

- Mapping out a content strategy that supports and extends marketing initiatives.
- Work on teams to develop standardized templates and suggest process improvements as needed
- Develop creative content for products on the website
- Develop Infographic description to enhance search visibility by buyers
- Grow our subscriber base by providing regular, helpful content that's in-tune with their needs

Celltek Services.

Social Media Marketing Officer

2009 - 2011

- Device social media marketing strategy
- Drive engagement online through our social media channels Facebook, Twitter Etal
- Create campaigns online on social media channels
- Create Ad on social media channels to promote company's services
- Grow our subscriber base by providing regular, helpful content on social media

EDUCATION:

- **Jibril Martin High School** : West African Senior School Examination Certificate **1996 -2002**
- **Ogun State University:** BSc. Geography & Regional Planning (Spec Transport Planning) **2005 - 2009**

PROFESSIONAL QUALIFICATION:

- Nigerian Institute of Management (Graduate Member)
- Project Management Professional Institute
- Institute of Strategic Management (Associate Member)
- Certificate in Digital Marketing – TINC Academy
- Google AdWords Certification
- Digital Marketing Certification – Vibe Web Solutions Ikoyi

BIO:

Gender: Male

DOB: 23rd October 1986

State: Osun

Marital Status: Married

REFERENCE:

Available on Requests