ADEDAYO OJO, CDMP

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Summary

A results-driven marketing professional with a track record of leveraging exceptional marketing instincts, innovative thinking, effective leadership abilities, and a deep dedication to enhancing brand growth across diverse digital channels.

Employment History

Eli Lilly and Company (Contract) – Atlanta, GA   **02/2023 – Current**
Senior Digital Marketing Specialist
   •   Developed and implemented digital marketing campaigns to increase brand awareness.
   •   Analyzed website traffic metrics and adjusted strategies accordingly.
   •   Created content for websites, blogs, social media platforms, and online advertising.
   •   Collaborated with creative teams to design visuals for digital marketing campaigns.
   •   Analyzed campaign performance metrics and conducted A/B testing to optimize conversion rates and ROI.
   •   Implemented data clean room solutions to ensure compliance with data privacy regulations while leveraging consumer insights for personalized marketing campaigns.
   •   Collaborated with cross-functional teams including data analysts and IT professionals to integrate clean room data into marketing initiatives seamlessly.
   •   Managed email marketing campaigns from conception to execution.
   •   Utilized Salesforce (CRM) effectively to enhance operational efficiency and customer engagement strategies at Eli Lilly
   •   Performed keyword research and analyzed SEO performance of webpages.
   •   Optimized landing pages for search engine optimization purposes.
   •   Generated reports on website performance, ad campaigns, and other key metrics.
   •   Developed strategies for paid search campaigns across multiple channels including Google AdWords.
   •   Assisted in the development of promotional materials such as banners and videos.
   •   Developed and executed comprehensive marketing campaigns utilizing Eloqua, a leading marketing automation platform, to target and nurture leads throughout the sales funnel.
   •   Created, managed, and optimized digital content for websites, blogs, social media platforms, and other online sources.
   •   Generated reports detailing key performance indicators related to website traffic, engagement levels, conversion rates.
   •   Prepared, rewrote, and edited copy to improve readability.

International Modern Hospital – Dubai, UAE   **08/2021 - 01/2023**
Senior Marketing Specialist
   •   Developed and implemented comprehensive marketing strategies to increase brand awareness.
   •   Created and maintained a database of customer information for targeted campaigns.
   •   Led training sessions to educate marketing teams on the best practices for utilizing data clean room platforms and interpreting insights for campaign optimization.
   •   Organized promotional events to generate leads and expand customers' base.
   •   Oversee and report on HubSpot marketing automation, including managing landing pages, email marketing, reporting/dashboard setup, automation, audience segmentation, form/lead generation, and CRM integration.
   •   Analyzed market trends and developed competitive pricing models.
   •   Designed and executed email campaigns to promote products and services.
   •   Oversaw the design, development, and execution of digital advertising campaigns.
   •   Managed social media accounts to maximize online presence and engagement.
   •   Collaborated with internal teams to develop content marketing initiatives.
   •   Coordinated with external vendors to ensure timely delivery of materials.
   •   Developed content marketing plans to support product launches and campaigns.
   •   Created engaging blog posts, case studies, whitepapers, eBooks, and webinars for lead generation.
   •   Optimized website content with SEO best practices in mind.
   •   Collaborated with internal stakeholders to ensure brand consistency across all content platforms.
   •   Managed multiple editorial calendars and deadlines simultaneously.
   •   Edited copy for grammar, punctuation, clarity, and accuracy.
   •   Developed an influencer marketing strategy to increase the reach of promotional materials.
   •   Generated email newsletters and other automated communication sequences.

Modular Concepts (MODCON) – Dubai, UAE   03/2018 - 02/2021
Senior Marketing Specialist

- In charge of the development and delivery of annual marketing and communications plan and budget in line with the company's strategic priorities and revenue goals.
- Own all paid performance marketing channels and serve as a day-to-day steward of the budget; maximize spend efficiencies through continuous process improvements and oversight including maintaining quantitative models of performance across funnel stages and channels.
- Manage acquisition strategy and execution for paid media across channels. Continuously improve performance through detailed optimization to meet aggressive campaign goals and objectives.
- Coordinating all conferences and exhibitions within the MENA region.
- Prepared weekly and monthly updates and trading reports on Marketing Activity across all mediums (ATL and BTL).
- Responsible for brand management and corporate identity.
- Created content for websites, blogs, and social media accounts to increase visibility and engagement.
- Developed keyword-rich SEO articles to promote brand awareness and improve organic search rankings.
- Validated accuracy of information, data, and references in written content.
- Created and edited consumer-facing content for various forms of marketing materials.
- Researched industry-specific topics to create relevant web content.
- Edited existing web content for accuracy and clarity.
- Leveraged proficiency in Adobe InDesign, Photoshop, and Illustrator to design email blasts, catalogs, posters, and other promotional materials.

Express Digital Systems (Marketing Agency)– Dubai, UAE   03/2013 - 02/2018
Digital Marketing Specialist

- Developed and executed major Facebook, Twitter, YouTube and web campaigns within budget and scope of online objectives company's strategic priorities and revenue goals.
- Tracked and analyzed social and web data to choreograph and optimize targeted social campaigns, as well as assign ROI-driven metrics to each campaign across funnel channels.
- Drove initiatives such as digital marketing performance reports, developed new scoring techniques, reporting a 20% marketing performance increase to management in 6 months.
- Boosted customer satisfaction by implementing an AI-driven live chat system to answer basic queries, allowing the human support staff to better serve the remaining customer issues.
- Generated more stickiness for daily unique visitors by instituting a Deal of the Day program: a successful and highly clicked Ad running on the client's site with a click rate of 5%.
- Responsible for generating marketing qualified leads.
- Provided training and support to marketing team members on Eloqua best practices and procedures, facilitating efficient campaign execution and reporting.
- Management of 14 premium clients' accounts, with monthly revenue of $102,000+
- In charge of company's SEO and PPC activities.
- Managed clients and company's social media, Content Marketing, Email marketing tasks.
- Management of 3 premium e-commerce sites and implementation of marketing automation.
- Brainstormed and developed ideas for creative marketing campaigns.

Education, Certifications and Training

MBA in Digital Marketing (In Progress)	University of New Haven	Connecticut	2024
Bachelor of Science Marketing	Ekiti State University	Nigeria	2013
PostgreSQL	MindMajix Technologies Inc.	India	2023
Certified Digital Marketing Professional	GAQM	India	2024
Foundations of Digital Marketing	Google		2023
AdWords Fundamentals	Google		2019

Hobbies

Soccer, social media, movies, and cooking.

Skills

Proficient in Social Media Marketing / Google AdWords / Salesforce / Campaign Planning / Search Engine Optimization / Data Analytics / HubSpot / Copywriting / Graphic Design / Adobe Creative Suite / Google Business Suite / Adobe and Google Analytics / Eloqua. Experienced in Lead Generation / Google Analytics / SEMRUSH, Ahrefs, UberSuggests / Email Marketing / WordPress (CMS) / Pay-Per-Click Advertising / Video Production / Branding/Graphic Design / Campaign Management / Trend Identification / Strategic Planning.