

ADEDAYO OJO, CDMP

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SUMMARY

Results-driven Marketing Professional with over a decade of experience in digital marketing strategy, content creation, and brand growth. Skilled in developing omni-channel marketing initiatives, optimizing SEO, and leveraging data analytics to drive measurable impact. Recognized for producing a well-viewed podcast video series and a high-readership newsletter that significantly increased patient engagement. Adept at enhancing customer reach through innovative marketing techniques and data-driven insights.

PROFESSIONAL EXPERIENCE

Southeast Medical Group – Alpharetta, GA

Marketing Manager, Strategy & Content

04/2024 – Present

- Spearheaded a patient newsletter, achieving a 35% open rate and a 20% increase in patient interactions through informative, targeted content.
- Designed and implemented omni-channel marketing strategies, including a popular video podcast series that boosted social media engagement by 40%.
- Enhanced SEO efforts by 25%, increasing organic traffic by refining keywords and regularly updating content.
- Managed email marketing campaigns and segmented audiences, resulting in a 30% higher click-through rate.
- Utilized Google Analytics and SEMrush to monitor and report campaign performance, refining strategies for a 15% increase in ROI.
- Led corporate branding initiatives across digital channels, ensuring brand consistency and cohesive messaging.
- Collaborated with cross-functional teams to integrate customer insights into campaign development, increasing customer retention by 10%.

Eli Lilly and Company (Contract) – Atlanta, GA

Senior Digital Marketing Specialist

02/2023 – 04/2024

- Developed multi-channel digital marketing campaigns, boosting brand awareness by 15% through paid and organic strategies.
- Analyzed website traffic data, optimizing landing pages and increasing lead conversion rates by 20%.
- Created SEO-optimized content for websites and social media, improving search visibility by ranking 10+ pages on the first page of Google.
- Managed A/B testing and data analytics for ad campaigns, enhancing ROI by 12%.
- Implemented email marketing automation with Salesforce, increasing user engagement by 18%.
- Collaborated with data analysts and IT to integrate clean room data, achieving compliance and actionable insights for campaigns.
- Established a content calendar for blog posts and social media, resulting in consistent brand messaging and a 25% growth in online followers.

International Modern Hospital – Dubai, UAE

Senior Marketing Specialist

08/2021 – 01/2023

- Executed digital advertising campaigns across Google Ads and Facebook, driving a 20% increase in traffic to the hospital website.
- Developed email marketing campaigns for service promotions, achieving a 15% higher open rate than previous campaigns.
- Utilized HubSpot for CRM management, segmenting audiences to improve email targeting and engagement.
- Managed social media platforms, increasing overall engagement by 30% through targeted campaigns and content.
- Organized virtual events and webinars, attracting over 500 attendees and strengthening brand awareness in the healthcare sector.
- Developed a content marketing strategy for new service lines, improving lead generation by 25%.
- Led monthly analytics reviews to assess marketing performance, resulting in data-driven adjustments that improved monthly campaign ROI by 10%.

Modular Concepts (MODCON) – Dubai, UAE

Senior Marketing Specialist

03/2018 – 02/2021

- Oversaw paid advertising and SEO strategies, increasing organic site traffic by 40% and paid ad ROI by 20%.
- Coordinated regional events, generating 500+ leads and expanding the customer base by 30%.
- Managed social media platforms, increasing follower engagement by 25% through optimized content strategies.
- Produced keyword-optimized web articles and blogs, improving site ranking and attracting a higher volume of qualified leads.
- Implemented a customer feedback loop to refine campaigns, resulting in a 15% uplift in campaign effectiveness.
- Led marketing automation initiatives using HubSpot, streamlining audience segmentation and lead nurturing.

Express Digital Systems – Dubai, UAE

Digital Marketing Specialist

03/2013 – 02/2018

- Led social media campaigns across multiple platforms, increasing followers by 30% and engagement by 40%.
- Improved SEO performance by 50%, raising client visibility in search rankings through targeted keyword strategies.
- Managed PPC campaigns, achieving a 15% lower cost per click and a 20% increase in click-through rates.
- Designed and managed email marketing campaigns, resulting in a 25% boost in open rates and a 20% click-through improvement.
- Developed a “Deal of the Day” campaign, which maintained a high click-through rate of 5%, increasing daily engagement.
- Created content for 3 e-commerce sites, optimizing customer journey flows and improving conversion rates by 15%.

EDUCATION & CERTIFICATIONS

- MBA, Marketing, Louisiana State University (In Progress)
- Bachelor of Science in Marketing, Ekiti State University, Nigeria 2013
- Certified Digital Marketing Professional, GAQM, 2024

CORE COMPETENCIES

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.