

Adedayo Ojo

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Professional Summary

Dynamic Product Marketing Manager with 9+ years of experience leading cross-functional teams to deliver innovative marketing solutions. Adept at implementing and managing third-party SaaS platforms, optimizing content lifecycle workflows, and integrating modern software development practices. Proficient in leveraging Adobe Experience Manager (AEM) and other marketing technologies to streamline content delivery and enhance customer engagement. Proven expertise in translating business goals into actionable product strategies, prioritizing user-centric solutions, and driving measurable results.

Tailored Achievements

- Increased customer engagement by 40% through innovative use of Adobe Experience Manager and content management tools.
- Achieved a 30% reduction in content production timelines by implementing agile workflows and automated systems.
- Led competitive research and end-user testing to define Minimum Viable Product (MVP) requirements for marketing technology rollouts.

Professional Experience

Southeast Medical Group – Alpharetta, GA

Marketing Manager, Strategy & Content | 04/2024 – Present

- Led the development and execution of an omnichannel content strategy, utilizing Adobe Experience Manager to enhance digital asset management and increase content delivery efficiency by 20%.
- Collaborated with engineering and IT teams to integrate third-party tools, ensuring seamless alignment with marketing goals.
- Designed user research frameworks to identify customer pain points, driving 25% improvements in customer experience metrics.
- Implemented agile methodologies to streamline workflows, resulting in a 30% faster campaign turnaround time.
- Spearheaded cross-functional collaboration for a podcast series, boosting engagement by 40% and generating measurable brand lift.

Eli Lilly and Company (Contract) – Atlanta, GA

Senior Digital Marketing Specialist | 02/2023 – 04/2024

- Partnered with internal stakeholders to deploy content management solutions that optimized the planning and activation of digital campaigns.
- Conducted competitive research and user testing to refine landing page experiences, increasing lead conversion rates by 20%.
- Utilized Jira/Confluence to manage project backlogs, prioritize user stories, and align deliverables with product objectives.
- Championed data-driven decision-making, leveraging Google Analytics to define key metrics and track campaign performance.
- Oversaw the rollout of marketing workflows that improved efficiency across email and paid social channels, achieving a 15% increase in ROI.

International Modern Hospital – Dubai, UAE

Senior Marketing Specialist | 08/2021 – 01/2023

- Managed digital and content marketing projects leveraging Adobe Creative Suite and CMS tools to drive traffic and boost engagement by 30%.
- Coordinated the implementation of marketing technology stack elements, including content lifecycle management and automated workflows.
- Conducted A/B testing for campaign creatives, achieving a 10% lift in email engagement rates.
- Collaborated with diverse stakeholders to align content delivery systems with organizational goals, enhancing operational efficiency.

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 30+ e-commerce sites, optimizing customer journey flows and improving conversion rates by 15%.

Core Competencies

- **Content Management & Strategy:** Adobe AEM Sites/Assets, Content Lifecycle Planning, Workflow Automation.
- **Agile Product Management:** User Research, Story Mapping, Backlog Prioritization, Jira/Confluence.
- **Technical Expertise:** SaaS Integration, Martech Platforms (CRM, DAM, MRM), SEO/SEM, Data-Driven Campaign Optimization.
- **Leadership & Collaboration:** Cross-Functional Team Facilitation, Stakeholder Management, Product Rollout Execution.
- **Digital Marketing:** Email Marketing, Paid Social, Display Advertising, Analytics (Google Analytics, Tableau).

Education

MBA, Marketing (In Progress)

Louisiana State University

Expected Completion: 2025

Bachelor of Science in Marketing

Ekiti State University, Nigeria

2013

Certifications

Certified Digital Marketing Professional (CDMP)

Global Association for Quality Management, 2024