



Olayemi Awoeyo

DIGITAL MARKETING OFFICER

Profile

Experienced digital strategist and technology enthusiast with a strong interest in Martech for business growth. I want to work in an organization where I can fully exercise my training while making a significant contribution to the success of my employer and also pursuing personal development.

Employment History

Digital Marketing Officer, Blaugrana Sports International (Fc Barcelona Academy), Lagos, Nigeria

FEBRUARY 2020 – PRESENT

- Designated as the local contact for all media relations.
- Spearheaded multimedia marketing campaigns.
- Designing, creating, and managing content across multiple communication platforms.
- Developed presentation, communication, and mentoring skills.

Digital Marketing Officer/I.T Support, Skills Kitchen Integrated Business, Lagos

JULY 2018 – JANUARY 2020

- Increased online sign-up conversion from 7% to 21%
- Decreased CPA of N230 plus to below N50
- Implemented new website design and enrollment platform
- Improved brand awareness from 13% to 38%
- Developed direct mail pieces with an average of 2.7% response over 6 months
- Created social paid strategy, which included high performing campaigns with 5% CTR.
- Implemented new website design and enrollment platform

Digital Marketing Officer, Career Xpress Ltd, Lagos

JANUARY 2018 – JUNE 2018

- Managed Changing Face of Lagos social media pages.
- Develop an initial digital marketing plan for clients.
- Use SEO best practices to elevate the client's web presence.
- Designs whiteboard animations for client's advertisement
- Handling of IBILE.TV Live stream

Education

HND in Business Administration, Kwara State Polytechnic , Ilorin

AUGUST 2013 – AUGUST 2015

ND in Business Studies, Kwara State Polytecnic, Ilorin

AUGUST 2010 – AUGUST 2012

.
. .
. . .

Details

+2347039411576

awoeyo.olayemi@gmail.com

Links

www.linkedin.com/in/olayemi-awoeyo/

www.instagram.com/olayemi_aom

www.twitter.com/olayemi_aom

www.olayemi.net

Skills

Google Adwords

Facebook Ads

Social Media Marketing

Google Analytics

Email Marketing

Web Designs

Video Editing

Search Engine Optimization

Graphics Designs

Whiteboard Animation

Interpersonal Communication Skills

Project Management

Devoted, honest and patriot

Internships

Digital Marketing Intern, Skills Kitchen Integrated Business, Lagos

MAY 2017 – DECEMBER 2017

- Developed internal sales process for all digital media sales.
- Created effective content strategy with high engagement and user retention rate.
- Organized and maintained all digital multimedia content using Google Drive, Dropbox and Vimeo.

Courses

Inbound Marketing, Hubspot Academy

FEBRUARY 2018 – FEBRUARY 2018

Digital Marketing Professional , Sesewa in partner with U.S Consulate General, Lagos

DECEMBER 2017 – DECEMBER 2017

The Online Marketing Fundamentals , Google Digital Skills for Africa

APRIL 2017 – JUNE 2017

Customer Relationship Management, Chartered Institute of Customer Relationship Management

JUNE 2016 – SEPTEMBER 2016

Health Safety Security and Environment (level 1-3), Millennium Training Acquisition Limited (MITA)

JULY 2016 – SEPTEMBER 2016

Project management professional, Skillsedge Consultant Limited

AUGUST 2016 – SEPTEMBER 2016

References

Mr. Dayo Ayeni from Career Xpress Ltd

dayo@businessplusng.com | +234 703 263 9634