

DAMILOLA OYETUNJI

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SUMMARY

I am a Marketing and Communications professional with multiple years of experience in Product Marketing, Integrated Marketing Communications, Copywriting, User Experience Writing, Social Media Management, Digital Marketing, Market and User research for SaaS products in B2B and B2C organizations. Revered amongst peers, and seniors for excellence.

WORK EXPERIENCE

CROWN INTERACTIVE, LAGOS. – SaaS Product Marketing Manager

Nov. 2019 – Present

- Carried out competitor research to identify competitors and categorize them.
- Developed successful Go to Market plans for product launches
- Developed marketing campaigns to drive market share in new and emerging segments.
- Developed compelling marketing communications that effectively conveyed the value proposition of the product.
- Aligned marketing plans to the promotion of product releases; resulted in 87% of customers upgrade to new release
- Launched the company's first mobile application which resulted to 5000 downloads in three weeks.
- Launched a workflow web application which resulted in 1000 downloads in a week.
- Developed integrated marketing communications strategies for product launches and feature updates.
- Coordinated and participated in extensive product trainings for brand representative and consumers.

BITSIKA AFRICA. – Content & Copywriter
January 2022- Till Date

- Creating clear and engaging copy and caption for social media platforms (Instagram, Twitter, Facebook and LinkedIn)
- Crafting the right content to promote brand events on other media platforms

CLOUD FLEX COMPUTING SERVICES, LAGOS, NIGERIA. – Social Media Strategist
April-July 2020

- Handled strategic content planning and execution to actively target users and increase community.
- Worked closely with the social media manager and graphics designer to create good copies and designs that would pass across the right message to the targeted audience.
- Reviewed all communication before they get published on social media.
- Consistently pitched new ideas to the team aimed at brand awareness and lead generation.

OPERA NEWS, LAGOS, NIGERIA. – Freelance Content Writer
October 2019 – January 2020

- Wrote and edited interesting and highly engaging articles on lifestyle for the digital platform.

DIVERGENT ENTERPRISE, LAGOS, NIGERIA. – Social Media Manager
May-September 2019

- Social media and Brand management of 3 brand accounts- LandLagos, Femfunds & Porkmoney
- Wrote and submitted copy for social media channels.
- Developed strategies aimed at increasing brand awareness and social media growth.
- Administrated the creation and publishing of relevant, original, high-quality content daily.

EDUCATION

B.Sc. Agric. – Landmark University, Kwara State, Nigeria 2012 -2017

- Graduated with 3.8 CGPA (Second Class Upper Degree)
- Departmental representative 2012- 2013
- Major in Soil Science

KEY SKILLS

- Copywriting
- UX Writing
- Competitive Intelligence
- Administrative Operations
- Excellent communications skills
- Relationship Management
- Graphic Design
- Market Research
- Microsoft Office
- Creative writing
- Outstanding social skills
- Team player
- Attention to detail.
- Problem solving
- Time Management
- Content Writing
- Active listening
- Empathy
- Strategic thinking
- Counter-intuitive thinking
- Proactivity

SOFTWARE SKILLS

- Microsoft Office Suite
- Canva
- Slack
- WordPress
- Google Workspace
- Zoho
- Mailchimp
- Google Analytics
- Meta Business Suite
- Trello
- Buffer
- Hootsuite
- Sprout Social
- Similar Web
- Semrush
- Ahrefs

CERTIFICATE/AWARD

- Certificate of Participation (Leadership Empowerment Summit 2013)
- Certificate of Participation (Accelerate Filmmaker Training Workshop)
- Exemplary Student Award (Agro-revolution Driven Female) 1st Runner Up.

ONLINE PROFESSIONAL CERTIFICATE

- TESTDOME Automated Skill testing- Growth Marketing
- TESTDOME Automated Skill testing- English comprehension and communication
- UDEMY- The complete Digital marketing course (In view)

REFERENCES

1. Joshua Oguntan
Head of Marketing, Crown Interactive
Joshua.oguntan@cicod.com
2. Segun Adeyemo
Growth Marketing Manager, Kuda Bank
Oluwasegun.adeyemo@kuda.com