

Olawumi Ogunleye

Strategic Marketing Leader | Digital Growth Expert | Revenue Accelerator

Strategic Marketing & Digital Growth Leader with 5+ years driving business growth through performance marketing, brand strategy, and data-driven campaigns. Expert in leading cross-functional teams, managing multi-channel initiatives (paid media, SEO, content, CRM), and aligning marketing with business goals.

Proven success scaling brand visibility, customer acquisition, and revenue using platforms like Google Ads, Facebook Ads, LinkedIn Ads, HubSpot, and Mailchimp. Skilled at optimizing budgets, building ROI-focused systems, and leading teams in high-growth environments.

Work Experience

Digital Marketing Manager, Torilo Tech Academy

April 2022 - Present

Key Responsibilities:

- Developed and executed digital marketing strategies across paid media, SEO, content marketing, and email automation to drive student enrollment and revenue growth.
- Managed advertising budgets across Google Ads, Facebook Ads, and LinkedIn Ads, optimizing campaigns to achieve a 5x return on ad spend (ROAS).
- Led the redesign and optimization of the website and landing pages, improving the user journey and boosting conversion rates by 30%.
- Directed a cross-functional team of marketers, designers, and sales collaborators to deliver integrated campaigns aligned with brand goals.
- Analyzed performance data using Google Analytics and CRM platforms (Zoho CRM, Mailchimp) to guide strategic decisions and continuous campaign improvements.

Key Achievements:

- Increased student enrollment by 45% within 9 months through multi-channel lead generation and conversion optimization strategies.
- Grew website traffic by 70% year-over-year, while improving lead-to-enrollment conversion rates by 28%.
- Scaled social media audience by 55% and improved engagement rates by 35%, strengthening brand visibility and positioning Torilo Tech Academy as a leading tech education provider.

Digital Marketing Strategist, OPS-WASH

June 2022 - November 2022

Key Responsibilities:

- Developed and executed digital content strategies across Facebook, Instagram, and LinkedIn to drive engagement and brand awareness for OPS-WASH initiatives.
- Managed paid advertising campaigns, optimizing targeting and spend to support event registrations and public awareness goals.
- Led lead generation efforts for the World Toilet Summit 2022, using conversion-focused funnels and ad strategies to boost participant registration.
- Produced performance reports and analytics dashboards to guide strategy and stakeholder reporting.
- Supported brand development and PR initiatives, including online reputation management and strategic communication efforts.

Contact

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Key Skills & Competencies

- Digital Marketing Strategy & Execution
- Performance Marketing (Facebook, Google, LinkedIn Ads)
- Social Media Strategy & Campaign Management
- Lead Generation & Funnel Optimization
- Search Engine Optimization (SEO & SEM)
- Content Strategy & Creation
- Conversion Rate Optimization (CRO)
- Brand Development & Positioning
- Email Marketing & Marketing Automation (Mailchimp, HubSpot)
- Analytics & Reporting (Google Analytics, Data Studio)
- CRM Strategy (HubSpot, Mailchimp, custom tools)
- Project & Team Leadership
- Event Marketing & Campaign Management
- Public Relations & Stakeholder Engagement

Key Achievements:

- Generated over **1,800 qualified leads** for the World Toilet Summit 2022 through targeted digital campaigns.
- Increased social media engagement by **60%** and follower base by **45%** during the campaign period.
- Achieved **30% lower cost-per-lead (CPL)** than previous benchmarks through optimized ad creative and audience segmentation.

Social Media Project Manager, JM's Company

July 2020 - November 2021

Key Responsibilities:

- Led and executed social media content strategies across multiple platforms to drive brand awareness, engagement, and audience growth.
- Managed end-to-end paid media campaigns on Facebook, Instagram, and LinkedIn, ensuring optimal spend efficiency and campaign performance.
- Oversaw a team of 9 social media managers, providing leadership, guidance, and performance oversight across multiple client accounts.
- Analyzed campaign data and performance metrics to generate actionable insights, optimize strategies, and produce detailed reports for stakeholders.

Key Achievements:

- Successfully scaled engagement across all managed accounts by over 60% through content and targeting optimization.
- Reduced cost-per-result by 35% across paid campaigns through data-driven ad buying and A/B testing.

Educational Background**B.Sc. Political Science and International Relations**

Osun State University

- Grade: Second Class Upper

Certifications

- ACIM [In View]
- **Google** Analytics Certification
- **SEMrush** AI Powered Marketer Certification
- **Hootsuite** Social Listening Certification
- Brand Management: Aligning Business, Brand and Behaviour (**University of London**)