

# Victor Owolabi

Highly motivated and results-driven Content Marketer with over 5 years of success driving audience engagement and executing innovative marketing strategies. Skilled in conducting and interpreting marketing research and analytics, managing newsletters, and optimizing content performance. A creative powerhouse with a knack for implementation.

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■ VICTOR OWOLABI EXTENDED RESUME....

## EXPERIENCE

### Dtunes.ng — Content Marketing Manager

APRIL 2022 - JULY 2023

Orchestrated targeted email campaigns, raising open rate from 5% to 30% and unique click-through rate to 8-12%.

Devised ad strategy, copy and creative, leading to the successful onboarding of almost 7000 new users.

Implemented micro targeted blog strategy raising domain authority to 45, attracting 4000 visitors, and 600 clicks monthly.

Managed social media content, cultivating and growing a dedicated following of over 10,000 engaged users.

### Reflect Ventures — Marketing Manager

MARCH 2022 - AUGUST 2023

Grew LinkedIn following from 500 to over 3000 followers.

Launched a 1k+ subscribers niched newsletter.

Influenced notable mentions in Forbes, Bloomberg and exclusive articles by a range of media houses.

Devised programs for LP's, increasing recurring investment rate and fostering strong relationship with investors.

### JapaCanada — Social Media Marketing Manager

AUGUST 2021 - JANUARY 2022.

Leveraged on trends to create viral marketing campaigns that attracted new clients.

Built social media page from 0 to 3000 followers in 6 months.

Communicated brand message and through creative contents to convert leads to paying clients.

### Friki Digital — Intern, Digital Marketing

JULY 2017 - JULY 2021

Masterminded and executed highly successful digital and e-commerce strategy, SEO and SEM and social media content for several clients across various platforms.

Managed client's book launch generating 7 figures from online organic sales.

## SKILLS

Content Marketing

Social Media Management.

Witty Copywriting

Well versed with Analytic tools

SEO and SEM

Email Marketing

## CERTIFICATIONS

**Forward Program** — Mckinsey & Company

**Product Marketing** — Binance x Utiva

**Fundamentals of Digital Marketing** — Google Digital Garage

**Online Marketing Fundamentals** — E-Marketing Institute

**Social Media Marketing** — E-Marketing Institute

**Social Media Marketing** — HubSpot Academy

**Branding & Brand Management** — Udemy

**Social Media Marketing Course** — Udemy

**Ultimate Content Writing Masterclass** — Udemy

## EDUCATION

**University of Ibadan** — B.A, Archaeology.