

Adebowale Babatunde Adegbenjo

CONTENT CREATION, DIGITAL MARKETING, SEO/SEM, & EMAIL MARKETING

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SUMMARY

A Digital Marketing Professional with the passion to create and implement/ successful digital marketing campaigns. Skilled in SEO/SEM, PPC, social media and Email Marketing. Proven track record of increasing website traffic and revenue through data-driven decisions. Excellent leadership skills with the ability to manage and motivate a team.

S/N	Human Skills	Technical Skills
01	Communication	Proficient in content creation
02	Creativity	Proficient in PPC Advertisement
03	Resourcefulness	Proficient in email marketing
04	Leadership	Knowledge of marketing strategy
05	Emotional intelligence	Knowledge of customer tracking tools
06	Analytical thinking	Knowledge of customer listening tools
07	Design thinking	Knowledge of data analysis

WORK EXPERIENCE

EMPLOYER: D'IMPECCABLES LIMITED

POSITION: DIGITALMARKETING MANAGER

INDUSTRY: FASHION OUTFIT FIRM

DURATION: 2023-TILL DATE

- Managed training of staff on sales and marketing which increased revenue from N200,000 as a startup company to N2,000,000 within five months
- Set up and created marketing campaigns including content writing for all the social media platforms TikTok, Facebook, Instagram and LinkedIn which increased brand presence online considerably
- Set up e-commerce platform on Jumia platform which increased visibility and sales by 30%
- Improved sales by 45% through setting up of Advertisements on Facebook and Instagram

EMPLOYER: BUCKFIELD LIMITED

POSITION: BUSINESS DEVELOPMENT MANAGER

INDUSTRY: BUSINESS CONSULTANCY

DURATION: 2020-2022

- Developed strategies for the social media channels which increased brand awareness by 30% within two months.
- Increased customer retention by 45% within three month of joining the organization
- Trained colleagues on how to effectively use email marketing campaign to build funnels which improved productivity and reduced overhead costs by 30%.

EMPLOYER: AMADEUS IT GROUP NIGERIA

POSITION: SALES ACCOUNT MANAGER

INDUSTRY: INFORMATION TECHNOLOGY

DURATION: 2013 - 2019 EXPERIENCE:

- Championed the introduction of CRM technology which effectively improved efficiency and revenue by 40 % in three years.
- Worked diligently to resolve unique and recurring complaints, promoting loyalty and enhancing operations.
- Attracted 10 new competition accounts in one year through targeted client development.
- Increased sales volume by adding 20 accounts in Lagos territory for twenty-four consecutive months.
- Brought about industry-leading implementation and on boarding of hotels and Insurance products by applying strategic industry knowledge and leadership skills.
- Forecasted sales of \$20,000 and set successful policies to achieve 40% of objective within 12 months.
- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
- Oversaw sales forecasting, goal setting and performance reporting for all accounts.
- Contacted regular and prospective customers to explain product features and solicit orders.
- Retained and expanded portfolio to 120 accounts (60 were key accounts) productively totaling Naira 50,000,000 in product sales in 3 years.

EMPLOYER: WORLD N TRAVEL LAND POSITION: BRANCH MANAGER | TREAEL CONSULTANT

INDUSTRY: TRAVEL AGENCY DURATION:

2020 – 2013:

- Boosted branch sales by developing and deepening customer loyalty through incentive programs.
- Enhanced branch production rates by handling staff conflicts, evaluations, hiring/termination processes, and coaching employees
- Resolved escalated customer issues and boosted retention rates by 30%.
- Produced competition and overhead reports outlining financial data to assist management with making strategic plans and operational decisions.
- Recruited, interviewed, hired, and trained 10 employees and implemented mentoring program to promote positive feedback and engagement.
- Boosted revenue by \$15,000 and grew sales team from 3 to 6 personnel for 1 year.
- Expanded territory by effectively negotiating beneficial deals for principal product sales, distribution, and service.
- Received superior customer service satisfaction scores for 3 consecutive quarters.
- Resolved escalated customer issues and boosted retention rates by 20%.
- Generated dramatic improvements across entire sales cycle, including prospecting, conversion and contract negotiation while Increasing net profit by 15% during 6 months to exceed sales goals.

EMPLOYER: LAGOON COMMUNICATIONS LTD POSITION: PUBLIC RELATIONS OFFICER

INDUSTRY: MARKETING

CONSULTING FIRM 2018 – 2019

- Monitored marketing content for quality, accuracy, and impact.
- Managed service projects from start to finish by finding partners, making detailed plans and executive projects.
- Developed campaigns to increase public awareness of company and engage customers.
- Executed social media plans to create cohesive online presence, including Facebook and LinkedIn social media platforms.
- Implemented content editorial calendar to plan all marketing campaigns and manage content.
- Coordinated press releases and handled press inquiries for both corporate and government in the tourism industry.
- Forged strong media relationships to further public relations goals.
- Monitored and evaluated industry media coverage by managing social media platforms and contributing engaging articles to range of industry publications.

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EDUCATION

- **Institution:** University of Lagos, Akoka Lagos **2009 - 2010**
- **Institution:** University of Lagos, Akoka Lagos **2001 – 2006**

CERTIFICATE

- M.Sc. in Tourism & Hospitality **2009 - 2010**
- B.Sc. in Geography **2001 – 2006**

PROFESSIONAL CERTIFICATE

- Jobberman Soft Skills Training Certificate **2020**
- Email Marketing Institute, Denmark- Email Marketing Certificate **2020**
- Email Marketing Institute, Denmark- Content Marketing Certificate **2020**
- Filligri Consulting, Nigeria- Sales Professional Certificate **2017**
- Amadeus IT Group Nigeria- PNR & Fares Certificate **2011**

REFEREES Available
on request.

