

# OLAMIDE NOAH ASHIRU

DIGITAL COMMUNICATIONS & BRAND MANAGER

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I am a versatile and performance-driven marketing executive with years of success in developing and implementing impactful marketing brands, digital communication initiatives, and advertising campaigns. Recognized for utilizing innovative approaches and smart business decisions to achieve market positioning.

I'm familiar with IT applications and any Project combined with a high standard of literacy.

## ADOPTED AND MOST FAMILIAR MARKETING SOFTWARE

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- CRM (HubSpot, Mailchimp, Dynamic 365, Zoho CRM)
- Email Service Provider (Mailchimp, Netcore, Dynamic 365)
- Marketing automation (D-engage, HubSpot, Mailchimp)
- SEO Solutions
- Social listening/Analytical Solutions (Hootsuite, Sprout Social, HubSpot)

## AREAS OF EXPERTISE

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- Marketing, Brands & Communications
- Creative Designer
- Digital Marketing & PR
- Virtual/Hybrid Event Expert
- Corporate Social Responsibility
- Social Media Specialist
- Website & SEO
- Product Designs and Development
- Still & Motions Graphics
- UI/UX Designs
- Web Developer
- Media (Photography & Cinematography)

## CAREER SUMMARY

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My work experience as a marketing communications and brand management executive spans over six (6) years across FMCG, Advertising agency, Tech and Software solutions, Telecommunications, and Media/production industries with an in-depth work experience in Digital Marketing and Communications, Brand Management, Creative Development, Product Management, and Sales.

I am currently the Digital, Brand Specialist at Eat N Go, the leading master franchise for Domino's Pizza.

I have delivered on Experiential marketing, Digital Marketing campaign, SEO strategy, Market research, Data insight, Behavioral change/ CSR, Creative designs, and go-to-market strategies for FCMG, Banking, Fashion, Tech, Telecommunication, Automotive, and Energy sectors.

I have been able to spearhead the re-launch of the organization's digital platforms, re-invigorate brand activity and presence on social media, and lead the implementation of a couple of digital go-to-market initiatives.

Some examples of my work include:

**Master Brand Repositioning Campaign:**

A 3-month experiential market activation across 12 states

**Digital Marketing Campaign:**

A 6-month digital marketing campaign to drive and services on both online & offlines

**Digital Positioning:** Coordinated cross-functional team members to revamp the company's website. This involved conceptualizing the wireframe of the company's digital platforms and repositioning it in the digital space.

**Manage the company's communication platforms:** Planned and designed message content on all the bank's media platforms. These include internal communication, Instagram, LinkedIn, Twitter, Website, Facebook, and YouTube.

## EDUCATION & TRAINING

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BSc, Marketing Communications 2019 – 2021  
Ladoke Akintola University of Technology (LAUTECH)

ND, Marketing 2015 – 2017  
Kwara State Polytechnic, Kwara State

## OTHER CERTIFICATIONS

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Integrated Marketing Communications:

- Advertising, Public Relations, Digital Marketing and more

Fundamentals of Digital Marketing

## Digital Marketing

Completed learning modules on:

- Copywriting and digital marketing essentials
- Website creation and SEO
- Facebook, Instagram, and LinkedIn Ads
- Content, Newsletter, Press Release, YouTube, and Video Marketing
- Video production
- Google Ads & Analytics

## Social Media Marketing: ROI

## Social Media Marketing: Strategy and Optimization

## Frontend Developer

- Studied basic HTML, CSS, and JavaScript
- Learned and work with UI/UX Team to execute web projects

## Front-End Developer - HTML/CSS/JavaScript - Zuri, I4G Training

## Responsive Web Design

- Studied basic HTML, CSS, Bootstrap, and Responsiveness

## Graphic Design

## Jobberman

## NDPR Masterclass

# PROFESSIONAL EXPERIENCE

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March, 2023 – Present

Digital, Brand Specialist

Dominos Nigeria

I am accountable for overseeing a diverse spectrum of crucial digital functions, including formulating and executing digital strategies, managing brand initiatives, optimizing communication channels, driving new flavors/monthly deals, spearheading online and offline promotional activities, conducting market research, refining brand positioning, and managing stakeholder interactions.

- **Digital Marketing Strategy:** I developed and executed a comprehensive 6-month digital marketing strategy. This strategy effectively promoted newly introduced flavors, novel customer care channels, and impactful inter-state campaigns. The

outcome was a remarkable 10% surge in our order count and a substantial increase in in-store customer visits.

- **Branding and Messaging:** I play a pivotal role in ensuring a unified branding and messaging approach across all digital platforms. This extends to the design and dissemination of branch collaterals for monthly and weekly deals. My efforts involve aligning content and communication meticulously with the brand's overarching identity and values, catering to both internal and external stakeholders.
- **Strategic Content Creation:** Overseeing the creation of captivating digital content is central to my responsibilities. This content encompasses an array of formats, including compelling graphics, engaging videos, insightful blog posts, impactful emails, and attention-grabbing push notifications. Each piece is meticulously optimized for diverse digital channels, effectively resonating with our discerning target audience.
- **Holistic Digital Advertising:** The comprehensive responsibilities of digital advertising lies within my purview. From meticulously planning and setting goals to executing campaigns, managing budgets, refining targeting strategies, liaising with agencies, and providing insightful reports, I am at the helm of all online advertising endeavors spanning multiple digital platforms.
- **Data Analysis and Insights:** My collaboration with the data team yields valuable insights into business performance and the effectiveness of our digital campaigns. By comparing these metrics to our monthly sales targets, we gain a profound understanding of campaign effectiveness. This data-driven approach empowers us to navigate dynamic market conditions with agility, staying attuned to economic shifts that influence our day-to-day operations.
- **Customer Engagement and Relationship Cultivation:** My strategic initiatives are tailored to foster robust customer engagement and enduring relationships. I develop interactive campaigns to actively involve our audience and respond promptly to reviews, comments, and feedback. These efforts contribute to an enriched customer experience and bolster our brand reputation.
- **E-commerce Vendor Management:** I closely collaborate with leading e-commerce platforms such as Jumia and Glovo. This collaboration ensures a

seamless online ordering experience, characterized by enticing deals that consistently contribute to meeting monthly sales targets. Vigilant monitoring of customer reviews and feedback further enhances our online presence.

- **Strategic Brand Partnerships:** An integral area of my 6-month digital strategy involves forging strategic alliances with diverse brands, including cinemas, event planners, and prominent e-commerce platforms. These partnerships synergistically promote our offerings and strategically position our brand for enhanced visibility and market penetration.

**October 2022 – February 2023**

**Brand Manager and Digital Campaign Lead - Remote**  
**Ideazqution – Marketing/Advertising Agency**

I am responsible for overseeing a wide array of business functions including strategy development and implementation, branding, communication channels, product development, online and offline promotions, market research, client management, brand positioning, customer outreach, and stakeholder management.

- Reshaped the internal brand, brand affiliates, and clients through an engaged online and offline campaign.
- Fully responsible for all brand-related activity and coordination of campaigns across both Internal and client.
- Developed strategic proposal pitch decks, implementations, work plans, and reports.
- Coordinated experiential market activations and creative deployment for online and offline activations.
- Led the development of media plans in line with the agreed brand communication strategies
- Managed vendor across Media, Security, Events, and third-party agency
- Reviewed and align with other digital team members on content pillars, calendars, and digital growth plans.
- Developed yearly growth plan for products and services.
- Developed go-to-market strategy for a new product launch leveraging influencer engagement.
- Client Management
- Increased online brand equity, and product purchase by 180% through influencer engagement on social media.

- Developed a strategic Email Marketing and SEO implementation plan.

**APRIL 2022 – October 2022**

**Digital Marketing and Brand Manager**

**Lagetronix – Software Solutions and IT Consulting**

I am responsible for creating and implementing Lagetronix's digital marketing, communications, and brand strategies following the company's strategic goal. I oversee the development and implementation of strategy for product advertising, branding, and brand positioning as well as customer outreach and stakeholder management.

- Increased online brand equity by 60%
- Utilized in-depth product and market knowledge to effectively manage advertising campaigns from strategy and creative development through production, optimization, and overall management.
- Developed and executed online campaign strategies targeted at driving Sage360 product, Microsoft azure/365 ERP, Microsoft dynamic 365 CRM/Sales, and Sophos security.
- Established and executed Lagetronix products strategy. Provided strategic direction and leadership to brand management and communications team.
- Developed short and long-term business objectives, product positioning, and branding strategies.
- Led brand development, designed marketing programs, and created consistent communications for all audiences.
- Worked in conjunction with cross-functional groups to enhance existing products and develop/ launch new products.
- Implemented initiatives and engagements which generated increased brand recognition and interest within the industry. Identified and executed a stakeholder engagement plan to tactically position Lagetronix Brand.
- Developed and executed a go-to-market strategy for the bank's master brand and product brand.
- Planned and successfully managed strategic industry events.
- Designed and implemented effective internal and external communication strategies.

- Within the same period, I led the coordination of an International Businesses Men Annual Webinar event that involved various stakeholders in the technology space to discuss the role of Solar Energy Opportunities in Nigeria

**APRIL 2022 – October 2022**

**Marketing Strategist - Remote**

**Pvpro Limited – Renewable Energy Solution Company**

I am responsible for planning and executing go-to-market strategies, promotions, and special marketing events. Tracks and measures outcomes of each initiative. I oversee and design email marketing content and strategies for paid advertisements and conduct and lead the digital media and creative team.

- Created strategic marketing and social media strategies on go-to-market, digital communications, brand management, sales, and lead-generation tactics.
- Developed the vision, analysis of the organization, research, and action plan necessary to better position the brand in the competitive spectrum.
- Developed a realistic and detailed budget for promotions/ content sponsorship, event sponsorship, and digital engagement, and market activations.
- Conducted ongoing research and trends of key competitors and provided recommendations for maximum exposure.
- Provide direction in support of all marketing and promotional efforts.
- Drove marketing initiatives to increase product visibility and market performance.
- Increased Pvpro's online traffic by over 280% & lead generation of over 30% of the past track record through strategic content marketing, social media, and SEO campaigns.
- Raised traffic, increased engagement by 87%, and grew leads for more than 10 different energy solutions.

**2019 – APRIL 2022**

**Digital Communication & Creative Officer**

## Accion Microfinance Bank

- Developed strategies used in marketing financial products online. This was done to put together various online promotions and e-mailing campaigns to get the bank's message out, and by performing research to discover other ways and channels of reaching customers by way of the Internet.
- Manages communication and information technology techniques to optimize social listening; media monitoring, project management; social media advertisement, email and content promotion, surveys and tests, public and influencer relations, content and channel performance, search engine optimization, and user experience.
- Developed and executed annual advertising plans for master brand and product brand.

Technical, digital, and graphical support: Acted as a point of contact and assistance for internal stakeholders and external audiences for all issues relating to digital and visual communication, from technical assistance to graphic design support.

- Website and Intranet management:  
Revamping of Accion MFB Website:
  - ✓ This was a 1-month project. Led cross functional teams to revamp the Accion MFB website to give it a competitive feel and look.
  - ✓ Content creation reviewed and updated information on the website to ensure content relevance and audience engaging editorials.
  - ✓ Introduced a live chat on the website as a channel for customer engagement.
  - ✓ Reviewed website and intranet content, business, and channel owners on the positioning and value-added of content relating to products, and services in the perception of the respective target audience and help identify and implement technical interfaces between web and print publishing
- Support social media advertising, organic posting, and engagement on digital touchpoints including Instagram, Facebook, Twitter, and YouTube.
- Internal Communications
  - ✓ Managed the Banks Internal Communications Platforms
  - ✓ Worked with developers to revamp the Bank's Intranet platform which improved engagement by 50%

- ✓ Design Standardized layout templates for internal communication purposes.
- Developed collateral such as display, marketing, and packaging materials to support product branding strategies.
- Developed creative designs for marketing packages including print materials, brochures, banners, and signs.
- Managed the newsletter, SMS, and other email communications.
- Support internal communications and social media with visual content.
- Work with internal stakeholders to generate a creative brief to understand the direction of design expectations.
- Implemented social media and digital content strategy and ensured maximum efficiency and effectiveness, including Administrating the creation and publishing of relevant, high-quality content.
- Coordinated, working with the IT department on technical-related activities.
- Virtual/Hybrid event management and coordinating.

**2018-2019**

**Marketing Communications Officer**  
**Accion Microfinance Bank**

- Think of initiatives to drive traffic to social media platforms.
- Created visual concepts to drive internal and external campaigns on social media.
- Provided content for SMS blasts and managed the SMS communications platform.
- Virtual event management such as Zoom, Skype, and Google meet. With end-end virtual platform management
- Inventory Management: Evaluates deliveries, and product levels to improve inventory control procedures.
- Took proper records of incoming and outgoing stocks with an organized report.
- Kept track of the promotional items in store and managed orders to facilitate market activations.

**2017**

**Customer Service**  
**MTN Nigeria**

- Resolved product & service problems by providing solutions to customer complaints; determining the cause of the problem, and explaining the best

solution to solve it, with additional follow-up with the head office staff if required to ensure resolution.

- I recommend potential products or services to management by collecting customer information and analyzing customers' needs.
- I also recommend products and services to customers.

## **WORK SKILLS**

- Vision and Strategic Planning
- Communication and Collaboration Skills
- People Management
- Technical Competency
- Data Analysis and Interpretation
- Customer and User Experience
- Innovative Thinking
- Content Management.
- Agility

## **REFERENCES**

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Reference will be available upon request.