

# Balikis Olajide

✉ [morenikejioyinkansola432@gmail.com](mailto:morenikejioyinkansola432@gmail.com) in [LinkedIn](#) @ [mainstack.me](https://mainstack.me)

## Current role

Innovative CRM Management & Data-Driven Lead Segmentation at Atechub and Advanced SEO Strategy & Content Optimization at ...

## Technologies

Hubspot, Ahrefs, Apollo, monday.com, Adobe Creative Suite, Unbounce, SEMrush, Salesforce, Wordpress

## At work I'm best at...

Driving results through creativity and strategy.

## Work experience

### Innovative CRM Management & Data-Driven Lead Segmentation, Atechub

Feb 2024 - Present (9m)

#### Hubspot

- Utilized advanced CRM tools to segment leads based on demographics, behaviors, and engagement levels for personalized communication strategies.
- Monitored and refined CRM workflows to ensure timely and relevant touchpoints aligning with each lead's specific needs.
- Implemented automated processes in CRM systems to enhance productivity and provide a seamless lead nurturing experience that boosted conversions.

### Advanced SEO Strategy & Content Optimization, Jaytechub

Jan 2024 - Present (10m)

#### Ahrefs

- Performed extensive keyword research and competitive analysis to identify ranking opportunities and shape content strategies for increased visibility.
- Enhanced on-page elements like meta tags, headers, and image alt text to adhere to SEO standards and enhance search engine visibility.
- Created high-quality, SEO-optimized content that meets search intent, resulting in continuous traffic growth and positioning the website as a reputable authority within its industry.

### B2B Relationship Building & Cold Outreach Mastery, TechPulse Dynamic

May 2022 - Present (2y 6m)

#### Apollo

- Developed effective cold outreach strategies to build relationships with decision-makers and establish trust through authentic communication.
- Implemented personalized messaging and strategic follow-ups to increase response rates, converting initial interest into qualified leads.
- Monitored outreach metrics to improve timing, messaging, and channel selection, optimizing the efficiency and effectiveness of interactions.

monday.com

- Led and managed complex digital campaigns from concept to execution, enhancing brand visibility.
- Collaborated with cross-functional teams to deliver high-impact marketing results ahead of schedule.
- Utilized data analysis to optimize campaign performance and enhance audience engagement.

**Creative Content Creation & Editorial Expertise, Brainize Tech** 

Apr 2021 - Present (3y 7m)

Adobe Creative Suite

- Led content curation projects, creating unique narratives and visually engaging pieces to connect with target audiences on multiple platforms.
- Organized editorial schedules and improved content processes for increased efficiency while upholding creativity and brand voice consistency.
- Developed a team of writers and designers to deliver top-notch, consistent content that enhanced brand credibility.

**Conversion-Driven Landing Page Design & A/B Testing, TechChat Solution** 

Mar 2021 - Present (3y 8m)

Unbounce

- Created visually engaging landing pages with clear calls-to-action to drive conversions for target audiences.
- Performed detailed A/B testing on headlines, visuals, and CTAs to optimize conversion rates and performance continuously.
- Utilized psychological triggers like scarcity and social proof to develop compelling copy that boosts user engagement and reinforces brand credibility.

**Advanced Market Analysis & Strategic Insights, TechPulse Dynamic** 

Jul 2020 - Present (4y 4m)

SEMrush

- Performed thorough market research and competitive analysis to uncover new trends, improving campaign strategies.
- Utilized analytical tools to extract valuable insights, enhancing marketing initiatives and maximizing ROI through optimized budget allocation.
- Converted intricate data into user-friendly reports, empowering stakeholders to make informed decisions and refine strategies with confidence.

**Strategic Lead Acquisition & Targeted Outreach, Techchat Solutions** 

Jun 2020 - Present (4y 5m)

Salesforce

- Designed and executed highly targeted lead generation campaigns, meticulously tailored to attract ideal client profiles and maximize conversion potential.
- Cultivated lead-nurturing funnels to guide prospects through the buyer's journey, blending informative content with persuasive elements to maintain engagement.
- Leveraged data analytics to continuously assess lead quality and adjust strategies, ensuring a steady pipeline of high-value prospects.

Wordpress

- Developed user-centered websites to enhance brand credibility and increase conversions.
- Ensured flawless functionality and aesthetics across all devices through responsive design for an excellent user experience.
- Utilized performance tracking tools for optimizing page speed, layout, and navigation based on user interactions.

## Education

### Lagos State University

Jul 2020 - Jul 2024 (4y)

Master's degree, email marketing

### Obafemi Awolowo University

Jan 2012 - Jan 2016 (4y)

Bachelor of Science (BS), Marketing

## Snippets

### Digital Marketing Campaigns

I launched several digital marketing campaigns aimed at increasing brand awareness and driving customer engagement. Through these projects, I've honed my skills in content creation, social media strategy, and SEO.

## More about me

### I like to work with people who...

Are innovative, collaborative, and results-driven.

### At work I'm best at...

Driving results through creativity and strategy.

### I want to work for a company that...

Values innovation, growth, and collaboration.

### Interests

I enjoy photography, hiking, and traveling to recharge. Passionate about personal development, learning new languages, and exploring tech, sustainability, and entrepreneurship.