

Ayomide Adebayo

MARKETING AND COMMUNICATIONS MANAGER

Ibadan, Oyo State | 08169779140 | adebayojumoke39@gmail.com

ABOUT ME

Entrepreneurial marketing and communications specialist with 4+ years of experience in community management, social media, and campaign management for an e-commerce company. Proven track record in driving eCommerce revenue and growing customer engagement. Strong communication skills and ability to collaborate effectively with cross-functional teams.

EXPERIENCE

Brand Communication and Marketing Specialist

afrimash.com | 2021 - present

- Led a team of 5 in a comprehensive rebranding initiative, including redesigning the company logo and visual identity, resulting in a 30% increase in brand recognition and a 25% increase in customer engagement.
- Managed the affiliate marketing program with over 975 affiliate marketers that generates an average NGN150,000 in eCommerce sales monthly
- Successfully implemented several omnichannel marketing campaigns, resulting in a 27% monthly audience reach and a 43% increase in leads.

Junior Lead, Community Engagement

afrimash.com | 2020 - 2021

- Developed and published an average of 15 pieces of marketing content per month, including blogs, promotional materials, and social media advertisements.
- Implemented a community management strategy resulting in a 50% growth in customer engagement and satisfaction.
- Developed and implemented a comprehensive campaign tracking system, resulting in the ability to accurately report and measure the effectiveness of all social media campaigns, resulting in a 15% increase in campaign ROI.

EDUCATION

University of Ibadan | 2011-2015

BSc. Fisheries Management

Second Class Upper Division (Hons)

SKILLS

Social Media Marketing	Product Promotion
Ecommerce Revenue Growth	Communication
Content Creation	Branding
Marketing and Content strategy	Attention-to-detail

CERTIFICATION

Google Career Certificate in Marketing and E-Commerce - Coursera, Nov., 2022

Digital Marketing Specialization - LinkedIn Learning, Aug., 2022

Content Strategy for Professionals - Coursera, Jul., 2022

Copywriting and Content Marketing - Udemy, Apr., 2022

Social Media Marketing - Coursera, Jul., 2021