

Olutomi Akanmu

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A diligent Digital, Product and Growth marketer with years of professional experience with a proven track record of achieving business objectives and a passion for building ideas into products to solve customers' pain points and enhance the quality of their everyday lives.

TECHNICAL SKILLS

Communication	Collaborative Problem Solving.	Client Relations.
Social Marketing.	Sales.	Marketing Campaigns.
Market Analysis.	Product Marketing.	Product Vision
Microsoft Office.	Content Creation.	User Experience
Search Engine Optimization (SEO),		Analytical skills
Conflict Resolution.	B2B and B2C Marketing	Content Marketing
Cross-Functional -Team Leadership skill		

EXPERIENCE

Tees Golden Delight – Marketing Manager.August 2021 – Till Date

- Strategy development and planning of campaigns that promote the business and generate genuine traffic (both Offline and Online).
- Implementing the market campaigns right from ideation to final analysis and refinement.
- Create engaging and informative content for social media and any other content marketing channels that the business might leverage.
- Building sustainable relationships and partnerships with other key players such as vendors, advertising agencies, and creative artists as per the need.
- Engaging directly with the customers to build solutions resulting with substantial increase in customer retention
- Mentoring and developing the team members, to reach their full potential and career aspirations.

Team Gamma Project (Evaluated Subscription Data from 6 countries) March 2022 -

December 2022

- Provided investors with install and Uninstall
- Provided investors with install to uninstall rate
- Provided investors with registration rate
- Provided investors with install to registration rate
- Provided investor with average cost per installation
- Provided investors with average cost per registration
- Provided investors with retention rate
- Provided investors with churn rate
- User engagement
- Average Order value
- Calculated revenue (MON)
- Calculated retention and churn per channel and per country

- Calculated revenue per channel and country
- Identified and provided a clear path strategy as to solving problem at hand and drive growth
- Set metrics to measure future performance
- Determined best performing products and channel

Tadey Ventures, Lagos State — *Product/Marketing Manager* January 2018 - October 2022

- Led a team of 3 junior digital marketers in producing strategic visions for clients.
- Created all content presented in blogs post, and digital brochures and also planned storylines, and content outlines.
- Evaluated social media channel performance, campaign health, budget allocation, and overall performance of marketing strategies.
- Developed and utilized strategy layouts and implementation mapping to drive performance, brand KPIs, and customer acquisition tracking.
- Created social media content that increased sales by 15% within 8 months, while ensuring all content met the company standards and exuded the brand's personality and tone across all channels.
- Increased client retention rate by 20% percent within 8 months.
- Adapting a strongly collaborative approach to working with cross functional team resulting in improved productively and goal achievement.

EDUCATION

B.Sc. Geology – University of Ibadan

CERTIFICATIONS

- Treford Marketing Boot Camp June 2022
- Digital Marketing, Harvorxx Tech October 2022
- Product Design, Harvorxx Tech October 2022
- Treford Product Design Nov 2022
- Product / Growth Marketer, TREFORD 2022
- Digital Marketing, GOOGLE IN VIEW

VOLUNTEER EXPERIENCE

Africa SME – Volunteer August 2023 - Till Date

- Product Marketer
- Content Writer.

Harvorxx Tech – Volunteer.

September 2022 – October 2022

- Planning committee member for No Code Festive
- Keeping track of all the Participants.
- Sent reminders to all Participants via email and phone.