



OLANREWAJU SULAIMON

DIGITAL/GROWTH MARKETING SPECIALIST

PROFILE

Results-driven Digital/Growth Marketing Specialist with 5+ years of experience in crafting and executing impactful marketing strategies. Skilled in leveraging data to drive brand growth, optimize user acquisition, and enhance customer retention. Expert in developing targeted campaigns, analyzing performance metrics, and aligning brand messaging to achieve business goals.

CONTACT

+2347081057664

olanrewajusulaimon3@gmail.com

Lagos, Nigeria

<https://www.linkedin.com/in/olanrewajusulaimon>

EDUCATION

2016 - 2023

FEDERAL UNIVERSITY
OF AGRICULTURE,
ABEOKUTA.

- BSc in Agriculture

SKILLS

- Skilled in industry-standard tools such as Adobe Photoshop, Illustrator, and Canva.
- Copywriting
- Branding
- Creativity
- Attention to details
- Team work
- Effective Communication
- Critical Thinking

LANGUAGES

- English (Fluent)

WORK EXPERIENCE

Nolea Health

2023 - 2024

DIGITAL/GROWTH MARKETING SPECIALIST

London, UK

- Led growth campaigns that boosted new user sign-ups by 50% and monthly active users by 30% through targeted digital marketing.
- Collaborated with product teams to optimize features, improving user engagement by 20% and customer satisfaction by 15%.
- Leveraged data analytics to enhance user acquisition efficiency by 25% and reduce churn by 10%.
- Coordinated with design, sales, and support teams to elevate brand visibility and market reach by 40%.

10Alytics

DIGITAL/GROWTH MARKETING SPECIALIST

2023 - 2024

Alberta, Canada

Remote

- Executed data-driven marketing initiatives, leading to a 30% increase in user acquisition and a 25% growth in monthly active users.
- Partnered with product teams to refine messaging, driving a 20% boost in feature adoption and customer engagement.
- Leveraged performance insights to optimize campaigns, improving conversion rates by 18% and reducing acquisition costs by 15%.

Praxis Digitals

2022 - 2023

DIGITAL/GROWTH MARKETING SPECIALIST

Lagos, Nigeria

Remote

- Developed growth strategies that boosted client acquisition by 45% and campaign performance by 35%.
- Worked with creative teams to enhance marketing materials, improving client engagement by 25%.
- Used data analysis to refine targeting, increasing lead conversion rates by 30% and reducing cost-per-acquisition by 20%.
- Managed integrated campaigns, driving a 40% rise in ROI and expanding market reach for clients.

Norakle

2022 - 2023

DIGITAL/GROWTH MARKETING SPECIALIST

Lagos, Nigeria

Remote

- Led the development and execution of growth-focused marketing strategies, increasing user acquisition by 40% over six months through targeted campaigns and optimized messaging.
- Collaborated with product teams to create and launch go-to-market plans, contributing to a 25% growth in product adoption and a 15% increase in customer retention.
- Analyzed performance metrics and user behavior to inform A/B testing and drive continuous improvement, resulting in a 20% lift in conversion rates across key channels.