

Results-driven Senior Marketing Executive and Content Strategist with over 9 years of experience in developing and executing integrated content marketing campaigns and content production. Proven ability to lead cross-functional teams, translate complex products into compelling narratives, and drive significant growth in brand awareness and MQL conversions. Achieved over 400% social media growth and a 200% boost in MQL conversions by implementing data-driven strategies and scalable video content. Eager to leverage expertise to enhance brand performance and contribute to business objectives.

WORK EXPERIENCE

Senior Marketing Strategist & Content Production Manager

Aktok — B2B SaaS Platform

Canada - Remote02/2024 – Present

- Spearheaded the full digital marketing strategy and content production operations for a fast-growing B2B SaaS platform, developing and executing integrated campaigns across social media, video content, email, and digital channels.
- Orchestrated multiple integrated marketing campaigns from strategy through to execution, achieving over 400% brand social media growth within the first year.
- Led a cross-functional team of social media managers, product managers, content creators, graphic designers, and email marketers across multiple simultaneous projects while managing strict timelines and budgets.
- Devised comprehensive digital content strategies that aligned brand messaging with product positioning, ensuring consistency across all digital communications touchpoints.
- Collaborated closely with product managers and UX teams to translate complex SaaS functionalities into clear, compelling video narratives, resulting in a 60% increase in product adoption.
- Instituted a scalable video content strategy for sales enablement and lead nurturing that boosted MQL conversions by 200%, directly contributing to revenue growth.
- Established performance reporting frameworks and analytics dashboards that provided clear visibility of campaign performance, audience growth, and conversion metrics across all channels.
- Integrated continuous feedback loops from sales and customer support teams to refine content messaging, improve audience targeting, and optimise campaign performance.

Digital Marketing Manager & Brand Communications Lead

Newedge Finance Ltd. (Palmcredit, Newcredit, Easybuy)

Nigeria03/2023 – 12/2024

- Managed digital marketing strategy and brand communications for a major Nigerian fintech group operating three distinct consumer financial brands simultaneously, driving brand awareness, audience engagement, and customer acquisition across all digital platforms.
- Developed and executed comprehensive digital marketing strategies across all three fintech brands, resulting in a 300% increase in overall brand awareness within the portfolio.
- Led and managed a team of Brand Managers, content creators, and digital marketing specialists, ensuring seamless execution of marketing calendars, campaign budgets, and brand activations.
- Oversaw the creative direction of all digital campaigns, ensuring alignment with premium brand aesthetics and luxury positioning standards, resulting in over 400% social media reach.

Directed full-scale digital marketing initiatives including influencer collaborations, social media strategy, paid media campaigns, and content production, elevating engagement rates by 400% across all platforms. Formulated and maintained brand guidelines and communications frameworks ensuring consistent brand voice, visual identity, and messaging across all customer touchpoints. Cultivated and managed strategic influencer partnerships that amplified brand reach and credibility among target financial services audiences in Nigeria.

Digital Marketing Manager & Media Communications Strategist

Makintouch

United Kingdom

01/2021 – 12/2023

Directed digital marketing strategy, content production, and media communications for a growing organisation, overseeing all digital channels, media output, and brand communications while simultaneously managing broadcast media infrastructure and team capability development. Engineered and implemented comprehensive SEO strategies and content marketing programmes that improved search rankings, increased content visibility, and contributed to a 300% increase in organic traffic. Produced and managed high-quality content across social media platforms, corporate blogs, and email marketing campaigns, increasing overall traffic and audience engagement by over 400%. Oversaw all media production and post-production workflows, ensuring timely delivery of broadcast-quality content across corporate communications, social media, and digital advertising formats. Spearheaded the overhaul of corporate broadcast media infrastructure, managing the procurement, installation, and deployment of professional digital broadcast equipment, and establishing production SOPs for the media team. Trained and developed a team of 42 media professionals in cinematography, lighting, audio, video editing, and live streaming, building full in-house media production capability. Coordinated promotional events, product launches, and brand campaigns, generating measurable growth in brand awareness and audience engagement across Nigerian markets.

Creative Director & Brand Communications Manager — Corporate Clients

Independent

Canada - Remote, Nigeria

05/2019 – 04/2025

Served as Creative Director and Brand Communications Manager for a portfolio of Nigeria's leading multinational corporations, leading the development and execution of integrated brand communications strategies, commercial productions, and content campaigns across digital, broadcast, and experiential channels. Developed integrated brand communications strategies and content plans for multinational clients, aligning creative execution with commercial objectives and brand identity standards across all markets. Directed and produced high-impact TV commercials, corporate brand films, and digital content campaigns that drove measurable brand awareness and audience engagement across Nigerian and international markets. Managed corporate media communications including press content, internal communications media, executive presentation content, and stakeholder-facing brand materials. Collaborated directly with marketing directors, brand managers, and agency partners across Nigeria, the UK, and Canada, ensuring creative and communications outputs met global brand standards. Chaired creative briefing sessions, storyboard development, visual identity workshops, and campaign concept presentations for C-suite stakeholders at major multinational corporations. Administered production budgets, shooting schedules, crew coordination, and post-production delivery for simultaneous multi-client engagements, consistently delivering on time and within budget.

Broadcast Media Manager & Communications Specialist

Christ Embassy

Managed all broadcast media operations and internal communications production for a large-scale organisation, overseeing live broadcast events, TV content production, digital media distribution, and team capability development.

Supervised the full broadcast media department, overseeing multi-camera live event production, studio operations, post-production workflows, and content distribution across TV and digital platforms.

Developed and implemented internal communications media strategies, producing corporate videos, event content, and digital media assets that supported organisational objectives and stakeholder engagement.

Designed and delivered a comprehensive media training programme for 40+ staff, covering cinematography, lighting, audio recording, video editing, live streaming, and broadcast operations.

Established broadcast production SOPs, quality control processes, and content management workflows, achieving zero critical broadcast failures across three years of live event and TV production.

EDUCATION

- BSc, Media Communications

University of port harcourt

Nigeria

01/2015 – 05/2019
- Masters, Digital Marketing & Business Transformation

Rome Business School

Nigeria

2023 – 2024
- Diploma, Visual Storytelling

Lavanz Film Academy

Canada

2015 – 2019
- Diploma, Filmmaking

Skill Desk Creative Institute

Nigeria

2015 – 2019

SKILLS

Digital Marketing Strategy

Brand Strategy & Positioning

Media Communications Management

Content Strategy & Planning

Social Media Management

Campaign Planning & Execution

SEO & Organic Growth Strategy

Email Marketing & Automation

Performance Analytics & Reporting

Influencer Marketing Strategy

Market Research & Consumer Insights

Corporate Communications

Video Production & Editing

Motion Design & Animation

Broadcast Media Management

Creative Direction & Art Direction

Project Management

Budget Planning & Control

Brand Identity Development

Adobe Premiere Pro

After Effects

DaVinci Resolve

Adobe Audition

Photoshop & Illustrator

Final Cut Pro

Google Analytics

Meta Ads Manager

Mailchimp

SEO Tools (SEM/Ahrefs)

CMS Platforms

Microsoft 365 Suite

OBS Studio

Blackmagic Systems

Social Media Platforms

Stakeholder Management

LANGUAGES

English	Fluent		Pidgin	Fluent (C1)	
Hausa	Proficient (B1)		French	Basic (A2)	