

ONI OLUWATOBI PAUL

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PROFILE

I am a Marketer with years of experience developing user stories for multiple personas, leveraging several lead generation strategies & managing full scale content production for companies in Southeast Asia, United States, Africa, and beyond.

- Some of my most impactful result was positioning a flagship tech conference in Singapore that brought in over **6,000 attendees** from across the globe,
- Co-responsible for the program flow at Africa's first No-Code Tech Summit in Lagos with over **4,000 in attendance** since inception,
- Prospecting leads and securing investor calls via several Account Based Marketing tactics, leading to an instant funding in less than **14 days**.

SKILLS

- Product Marketing (B2B & B2C)
- Paid Search (Google Ads)
- Content Marketing & Strategy (B2C)
- Community Management
- Account Based Marketing (B2B)

WORK EXPERIENCE

Zedvance Finance Limited - Fintech (Lending)

Hybrid, Nigeria

Product Marketer (Full-time)

January 2024 - Present

- Led the mass adoption of Zedvance's credit-led personal banking app, resulting in a **678%** increase in Assets Under Management (AUM) during the pilot phase, **154%** growth in airtime/Data Payments and a **65%** growth in Electric Payments.
- Handle the email marketing and content marketing of Zedvance's products (Private payroll, Personal banking) to its **200,000** plus existing customer database. Two months after relaunching our blog activities in July, I contributed **47%** to the total website views at **2,173** views.

GradientFi- DeFi (Web 3.0)

Remote, United States

B2B & B2C Product Marketer (Full-time)

December 2022 - June 2023

- Developed the waitlist flow for Poket, sub product of GradientFi and Growth hacked our waitlist numbers by **100%** in just **7 days**.
- Developed the product and content strategy for three personas, including our user needs, user stories, etc, to onboard thousands of users in **30 days**.
- Built the community engagement strategy for three personas (Businesses, Developers, Individuals) in promoting our wallet app to **10,000 users**.

Spark (In partnership with Lean Energy Solutions)

B2B Marketer (Contract)

Remote, United States

November 2022 - February 2023

- Worked with a US-based startup, Spark, in partnership with one of the biggest renewable energy companies in Africa, Lean Energy Solutions.
- In less than 2 weeks, I improved our bottom line by **2%**, leveraging several Account Based Marketing tactics targeting C-level executives, and decision makers.

Tech in Asia- Tech Media

B2B & B2C Content Strategist and Marketer (Full-time)

Remote, Singapore

January 2022 - December 2022

- Curated and distributed the monthly newsletters to our Founders Community, which had an open rate of **54%**.
- Drove the content positioning for Tech in Asia's first flagship conference (Product Development Conference 2022) that brought in over **6,000** attendees from across the globe.
- I revisited the positioning for our different programs (Aspiring Founders, Growth, and Fundraising) and also different sections on our website and improved the UX copy.
- I led the end-to-end marketing campaign for The Aspiring Founders Program, where I liaised with executive leadership on pricing strategy and our product positioning on the landing page.
- Supported the core marketing team with a data-driven content strategy and assisted with the content positioning for the in-house agency arm of the company, Studios.
- Implemented a Top Of the Funnel (TOFU) Strategy, which increased Instagram followers from **50,000** to **51,267** within **60 days**.
- Curated content for the daily newsletter to an audience of **600k+** subscribers.
- I wrote the landing page copies and marketing copies for our in-house events (B2C) and sponsored events (B2B) for high-profile clients. One of them brought in **174** subscribers to our newsletters.

Anavara Limited- Medical Tourism

Performance/Google Marketer (Intern)

Remote, Nigeria

November 2021 - February 2022

- Handled paid search campaigns (Search, Display, YouTube) with a budget of **CA\$500** per month. Within **two** months of handling the search account, I reduced CPC by **30%**, increased our clicks by **211%** and impressions by **363%**. In our slowest month (December), I brought in a high-quality lead of **\$20,000** via a paid search.

- I leveraged top industry SEO tools (Semrush and Ahrefs) to search for relevant keywords (for each campaign) and analyze competitor's websites to compare and improve our campaigns.
- Researched and implemented a growth strategy for our Google My Business profiles (Lagos, Abuja, India, Bangladesh). My strategy saw a **40%** increase in impressions in Lagos and Abuja in just **two** months.

EDUCATION

Covenant University

B. Eng Petroleum Engineering (Second Class Upper)

Ogun, Nigeria

August 2014 – July 2019