

PROFILE

Product Marketer focused on driving business growth through compelling narratives, strategic product positioning, and value-driven marketing strategies.

WORK EXPERIENCE

Zedvance Finance Limited – Consumer and Business Lending **Nigeria**
Product Marketing Manager November 2023

- Led the organic growth of Zedvance Payroll lending and USSD loan code via On-page SEO initiatives achieving a 2,106% and 1,882% increase in views, and visitors, respectively.
- Spearheaded the adoption of the Zedvance App, resulting in a 678% AUM growth, a 300% growth in airtime/Data Payments, and a 454.91% increase in Utility Payments in its 2-month Pilot Phase.

GradientFi – Decentralized Finance **United States**
Product Marketing Analyst January 2023 – October 2023

- Developed the product & content strategy for Poket, designed for global businesses, Merchants, and individuals.
- Built our community engagement strategy for our audiences resulting in a 100% increase in community members within a week.

Tech in Asia – Tech, Media **Singapore**
Content Marketer January 2022 – January 2023

- Drove the content positioning for Tech in Asia's flagship conference, Product Development Conference 2022, which brought in over 6,000 attendees from across the globe.
- Implemented a Top Of the Funnel (TOFU) Strategy, which increased our Instagram followers from 50,000 to 51,267 within 60 days.
- Collaborated with the Agency arm, Studios, in crafting landing page copies and marketing copies for our B2C and B2B events achieving an average conversion rate of 30%.
- Curated relevant and engaging content for our daily newsletter, driving subscriber growth to an audience of over 600,000 subscribers.

Anavara Limited – Medical Tourism **Canada**
Performance Marketer November 2021 – February 2022

- Managed the paid search campaigns with a CA\$500 monthly budget, achieving a 30% reduction in CPC, a 211% increase in CTR, and a 363% rise in impressions. These efforts led to generating a \$20,000 lead in our slowest month.

Business Advisory Services – Freelance **Nigeria**
Research Analyst January 2021- October 2021

- Conducted extensive research on the effects of Covid-19 on the commercial real estate in Canada and the location strategies for offices in accommodating returning employees to the workplace in the future of work.

Ministry of Petroleum Resources – Oil and Gas **Nigeria**
National Youth Service January 2020 – December 2020

- Supported in formulating policies and their implementation in the Nigerian Oil and Gas (Energy) Industry.

EDUCATION

Covenant University **Nigeria**
Bachelor of Engineering, Petroleum Engineering August 2014 – July 2019

ADDITIONAL INFORMATION

- **Certifications:** HubSpot Academy (SEO, Email Marketing, Content Marketing, Inbound Marketing); Google Ads (App, Display, Search); Alumnus of the Savvy Fellowship Program
- Co-programs Manager in organizing the first No-Code Tech Summit in Africa with over 4,000 attendees since inception.
- Analyzed over 100 global marketing campaigns from leading advertising agencies.
- **Interests:** Music.