

# Oluwaseun Longe

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## PROFESSIONAL EXPERIENCE

### Wild Fusion (ROI Digital)

Lagos, Nigeria

#### *Senior Client Solutions Manager & Content Strategist*

March 2021 - Present

- Transformed the booking process from phone calls to an online booking and ticketing system, which led to over 300 signups for a Lakowe Lake's event.
- Spearhead the total communication development of client accounts, including social media, press releases, blogs, and article writing.
- Generated over 200k media impressions/month via impactful storytelling and effective media relations tactics.
- Managed top client accounts in Nigeria: Mixta Africa, Lakowe Lakes, and Sterling Alt. Bank, to optimize their marketing efforts.
- Contributed to an 18% increase in company revenue by revising pre-existing marketing strategies and plans for retainer client accounts.
- Trained and led a team of 3 interns on campaign and content strategy, increasing team efficiency by 50%.
- Worked across several aspects of marketing for Lakowe Lakes—from branding and positioning to targeted client outreach, go-to-market strategy, campaigns, events, and communication, which produced a surpass in their 2021 KPIs.
- Enhanced our open rate for online customer campaigns by 18%. decreased churn by 22%. increased landing page conversion rates by 25%.
- Introduced changes to the client on-boarding process that increased the client satisfaction score by 8%.

### Femme Africa

Lagos, Nigeria

#### *Social Media Strategist*

September 2020 - February 2022

- Created and executed innovative digital strategies and marketing plans that drove awareness, engagement, and signups.
- Increased lead generation by 60% through paid ads and crafting content targeted toward the target audience and potential advertisers
- Analyzed the company's overall digital strategy and identified the strategic weaknesses and made recommendations for improvements.
- Managed the company's Twitter, Instagram, and Facebook profiles with a combined following of 12,000+.
- Researched and reported social media trends and changes that informed the company's decision-making.

### Imad Eduso

Lagos, Nigeria

#### *Digital Marketing Executive*

August 2020 - April 2021

- Grew company's Instagram account by 13k followers while maintaining an engagement rate of 10% in six months.
- Pitched, developed and produced short video content on Instagram and Tik Tok which resulted in a 20% increase in engagement
- Managed the facebook and google ads campaigns which resulted in a 40% increase in sales.
- Prepared online newsletters and promotional emails and organized the distribution strategy through various channels.
- Prepared findings reports, illustrated data graphically, and translated complex findings into written text, which increased company sales by 12%.
- Identified a more accurate target customer base, which increased retention by 15%.
- Managed the shopify storefront and integrated apps that helped increase website traffic by 30%
- Monitored brand-related mentions on all social platforms and engaged with readers' responses to published content.

### Radr Africa

Lagos, Nigeria

#### *Content Manager*

October 2018 - May 2019

- Researched, wrote, proofread, and edited all media content driving increased conversions.
- Identified & leveraged press opportunities through evolving issues and trends.
- Developed strategy for content management for website and social media publications.

## EDUCATION

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### B. School

*Lagos, Nigeria*

[Ministry of Strategy \(MoS\) Program- Advanced Strategic Planning](#)

April 2022

### 02 Academy Lagos

*Lagos, Nigeria*

Marketing Strategy & Digital Marketing

September 2019 - January 2020

### Wesley University

*Ondo, Nigeria*

Bachelor of Science in Economics

September 2013 - November 2017

## ADDITIONAL INFORMATION

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**Techniques:** Brand Strategy, Content & Campaign Strategy, Independent Market Research, Project & Event Management, Social Media Management, Product Photography, Market Survey and Analysis, Writing, Commercial Awareness, Creativity and Innovation, CMS, Copywriting, Marketing Strategy, Content Creation

**Tools:** Microsoft Office, Google Workspace, Canva, Inshot, Ads Manager, Calendly, Buffer

## VOLUNTEERING EXPERIENCE

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**Atide Project** | Operations Associate

2018 & 2019

**YGEDI** (Young Girls Empowerment & Development Initiative)

2019

**CultivARTE Conference** | Social media manager (Speakers affairs committee)

2019

**Daound Music Group** | Vendor Manager

2018

## CERTIFICATION

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Fundamentals of Digital Marketing via Google Skills for Africa Marketing Strategy by **Cannes Lions and WARC**

Modern Copywriting | **Udemy**

Content Marketing Foundations | **LinkedIn**

Ideation for Marketers | **LinkedIn**

Influencer Marketing Foundations | **LinkedIn**

Marketing Communications | **LinkedIn**

Marketing to Millennials | **LinkedIn**

The Fundamentals of Digital Marketing | **LinkedIn**

## PROJECTS

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[Destination Lagos](#) | Leveraging social media to develop a passionate and daring tourist community in Lagos.

[Digitally SL](#) | Sharing Marketing tips and case studies through social media.