

Philip Ajao

Profile

Digital Marketing professional with 2 years of experience and a Master's in Digital Marketing. Proficient in Mailchimp, HubSpot, and automation tools, with a strong focus on designing and executing targeted email campaigns. Skilled in audience segmentation, A/B testing, and campaign performance analysis. Eager to leverage data-driven insights and creativity in an Email Marketing Specialist role to drive customer engagement and business growth. Committed to continuous learning and staying ahead of digital marketing trends.

Employment History

Digital Marketing Project Lead at Ilford Multiconcept Service Ltd

November 2022 — March 2024

Spearheaded the design and development of the company's WordPress website, focusing on optimizing user experience (UX) and integrating email marketing strategies that boosted overall site engagement by 30%. * Successfully managed and executed highly targeted email marketing campaigns using Mailchimp, increasing customer engagement and driving an increase in website traffic to the newly developed WordPress site. * Designed and implemented advanced automated email sequences, enhancing lead nurturing and conversion by personalizing messages based on user behavior and segmentation, resulting in a significant rise in customer conversion rates. * Utilized analytics tools to track and measure campaign performance, presenting data-driven insights to stakeholders that helped refine future marketing strategies and further enhance customer engagement. * Collaborated cross-functionally with designers and developers to ensure cohesive branding, seamless user journeys, and mobile responsiveness across the website.

Digital Marketing Strategist at Paul Lavelle Foundation

January 2023 — April 2024

Liverpool John Moores University | Liverpool * Collaborated with a cross-functional team to design and implement a comprehensive 12-month digital marketing strategy, increasing awareness of support services for men affected by domestic violence. * Led the development and execution of the email marketing plan using the SOSTAC framework, focusing on audience segmentation, personalised messaging, and customer journey optimisation. * Conducted A/B testing on subject lines, content, and timing, optimising email open rates and click-through rates by 12%. * Utilised social media platforms and content marketing strategies to further support the campaign, resulting in an expanded online presence and increased service inquiries significantly.

Details

07876269608

ajaophilip06@gmail.com

Skills

Digital Marketing

Knowledge of Campaigns

Mailchimp

Strategies of Marketing

Customer Relationship Management

Data Analysis

Advertising Campaigns

Brand Management

Stakeholder Management

User Experience

Web Traffics

WordPress

A/B Testing

Marketing

Performance Management

Content Marketing

Marketing Planning

Social Media

Time Management

Customer Experience

Coordination Skills

Problem Solving

Strategic Thinking

Team Working

Warehouse Operative, EVRI

January 2023 — March 2023

Liverpool* Excelled in a fast-paced, high-pressure environment, consistently meeting and exceeding productivity targets while ensuring accuracy and attention to detail.* Developed strong organizational and time management skills by effectively handling and prioritizing tasks to meet strict deadlines--skills that directly translate to managing time-sensitive email marketing campaigns.* Collaborated closely with a diverse team to ensure seamless coordination of daily operations, enhancing problem-solving and teamwork abilities applicable to cross-functional digital marketing projects.* Gained experience working with inventory management systems, which strengthened my data tracking and organizational skills, relevant to analyzing and managing campaign performance metrics in digital marketing.

🎓 Education

Masters in Digital Marketing, Moores University

Hubspot

Creativity

Adobe Illustrator

Adobe Photoshop

Affiliate Marketing

Graphic Design

Knowledge of Advertising

Search Engine Marketing

Business Administration

Project Management

Adobe

Languages

English