

Olohireme Ajai-Ikhile

Content Marketer

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Experience

TIX AFRICA

May 2022 - Present

Content Marketing Associate

- Building awareness and understanding of Tix by creating engaging content on digital channels across social media, the Tix blog and email.
- Wrote, planned and launched search engine-optimised content on the Tix blog to achieve a 30% growth in blog traffic monthly.
- Wrote emails for B2B and B2C audiences of Tix with an average open rate of 30% and a click rate of 2%.
- Created, coordinated and executed content strategies for the launch of Tix products like the Tix Box Office, the Tix App, and Tix POS that drove engagement and product usage.
- Conducted keyword research and led the Tix website content rewriting project that resulted in first-page ranking for brand-related keywords.

AJOCARD

Jan. 2023 - May 2023

Content Lead

- Conducted keyword research and wrote all content for the AjoCard website that resulted in first-page ranking for brand-related keywords.
- Created the new AjoCard tagline, Banking for Everyone, resonating with 85% of participants in a recent AjoCard target audience survey.
- Created and executed a content strategy for the AjoCard rebrand, resulting in over 2000 website views in the first week.

PAGECHAP

Mar. 2022 - Sept. 2022

Product Marketer

- Conducted market research and created user personas and user positioning strategies.
- Created a go-to-market strategy to acquire 1000 users in the first month.
- Oversaw all social media and digital marketing activities, including email campaigns that led to a 35% growth in our audience 3 months after the product launch.

CLAFIYA

Oct. 2021 - Apr. 2022

Social Media Manager

- Created and implemented social media content strategies that led to a 20% MoM growth of Clafiya's social media audience on Facebook and Instagram.

- Developed and executed successful online and offline campaigns for important health awareness events, including the #MythOrVax campaign in collaboration with TikTok, yielding over 40,000 views.
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SHOLEMA AESTHETICS & LASER CLINIC

Jun. 2021 - Nov. 2021

Social Media Manager

- Created and implemented social media content strategies that led to a 100% growth in followers and engagement.
 - Created and executed a successful online “new branch opening” campaign that resulted in fully booked days for the first 2 weeks of opening.
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BEEOLA BEAUTY

Mar. 2021 - Jul. 2022

Social Media Manager

- Created and executed social media skincare content strategies across Instagram, Twitter and Facebook.
- Updated and managed content on the brand’s e-commerce website.

Education

MBA Management

Unicaf University (2021 - 2022)

B.Sc. Biochemistry

Babcock University (2015 - 2019)

Certifications

Content Marketing

Hubspot Academy (Issued 04/2023)

Fundamentals of Digital Marketing

Google (Issued 02/2022)

Product Marketing

Tretford Group (Issued 12/2021)

Technical Skills

Software

Google Analytics

WordPress

Ghost

Canva

MailChimp

SendGrid

Intercom

Sender

SEMrush

Methodologies

Go To Marketing Strategy

Product Positioning Strategy

SEO Fundamentals

Product Pricing Strategy

A/B Testing

Copywriting for Social Media

Content Writing

Social Media Strategy

Marketing Analytics

