

# OLUWADAMILOLA OJIKUTU

## Brand storyteller/Strategist

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### SUMMARY

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I help brands & people make meaningful impacts with strategy, content & everything in between. Dedicated and detail-oriented Content Writer with 4 years experience. I have a special interest in ensuring that words are used in the right manner to convey the right meaning and that creative pieces are up to par. Goal oriented content marketer with expertise in content creation, storytelling and audience engagement. Confident in planning and executing multi-platform campaigns to drive brand awareness and foster authentic connections with desired target audiences. 3+ years work experience in B2C brand management. Excellent at influencer management with over 2 years experience. I believe that words are magical and should never be made to lose their wonder.

### CORE COMPETENCIES

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Content Creation | Storytelling | Content writing | Social Media Management | Influencer management | Analytics | Community engagement | Campaign strategy | Email Marketing

### KEY ACHIEVEMENTS

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- Grew online presence by 25% in 2 months using various campaigns
- Created a podcast channel for the bank called Money Box
- Relunched a brand and defined its online communication tone to suit target audience, resulting in increased engagement across all digital media platforms
- Generated a sum of NGN 212,199,525.74 from an enrolment campaign using email marketing as a primary tool
- Increased email open rate by 10% in the space of 1 month.
- Managed a budget of N500,000 to run influencer marketing for a song promotion. Successfully generated over 1000 organic user generated content from this campaign.

### PROFESSIONAL EXPERIENCE

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**the alternative bank**, Lagos, Nigeria

June 2023 – Present

#### Content Development Officer

- Developed and created content for product managers to sell and gain conversions every week
- Drove customer acquisition up to 35% by engaging existing customers through our Refer 2 earn campaign
- Worked on an inactivity campaign to engage dormant customers. 1,856 Reactivated their accounts
- Created compelling, share-worthy content, strategically disseminated through diverse channels such as emails and text messages.
- Developed content tailored to elevate our engagement and conversion rates leading to at least a 10% increase in our open and click rates.

## **THE TRIBE**

April 2020 - June 2023

### **Marketing Lead**

- Led a rebrand from Tvotribe to The Tribe
- Collaborated with literary magazines to publish our press releases
- Led a 5 day creative challenge, assisted by the tribe editors
- Increased engagement up to 20% across our social media pages in the first 3 months

**Kpmh Digital**, Lagos, Nigeria.

November 2021 – May 2023

### **Content Lead**

- Handled influencer marketing campaigns from start to finish ensuring maximum conversion of every campaign
- Analyzed social media to ensure content optimization leading to 25% engagement increase
- Created content that cut across our clients' pages, conducted hashtags research, Managed all of our clients online reputation by steadily engaging, creating content and resolving client's concerns
- Ensured that we show up on all of our platforms consistently (Instagram, Twitter, LinkedIn, TikTok)
- Crafted and developed press releases for clients.

## **TVO TRIBE**

April 2020 - June 2023

### **Managing Editor**

- Monitored the acceptance of entries and saw to shortlisting accepted entries for out literary competitions
- Collated and edited the tribes anthology alongside other editors for two years.
- Actively participated in organizing, training and liaising with speakers.
- Ensured that every creative content put out on our website and social media pages is in line with our style guide.
- Handled submissions for our quarterly issues.

## **EDUCATION**

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**UNIVERSITY OF LAGOS (UNILAG)**, Lagos, Nigeria

2020

Bachelor of Arts — English

Content and CopyWriting — Redx Media Training

Content Marketing — Hubspot Academy

Integrated Brand Experience - Orange Academy

## **SKILLS & OTHERS**

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**Volunteering:** The Tribe

**Projects:** Self-published Author of 2020 Chronicles.

**Technology skills:** Canva, Microsoft Office suite, Google suite, Slack, CapCut, InShot