

IFEOLUWA TABI

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PROFESSIONAL EXPERIENCE

NOAH'S ARK COMMUNICATIONS, LAGOS, NIGERIA, JULY 2019 TO PRESENT

DEPUTY GROUP HEAD, STRATEGY and PLANNING, JULY 2023 TO PRESENT

- Lead brand strategy and account planning across Creative, Digital, Public Relations, Production, and Brand Experience for Global and Local clients including Netflix, Mastercard Foundation, Airtel, Heineken, Unilever, Coca Cola, Unified Payments, Spotify, Interswitch, and Colgate.
- Ensure compliance with brand standards by upholding brand consistency, reviewing creative executions to meet internal brand guidelines and external legal & regulatory requirements across multiple regions, as well as coaching teams on global standards while retaining local relevance
- Conduct research to generate insights that bridge the gap between the brand and its audience, resulting in relevant high-impact and multi-channel campaigns.
- Collaborate with cross-functional teams to identify brand awareness opportunities and support integrated campaigns, enhancing brand visibility for clients and driving impactful initiatives.
- Supervise a team of brand and content strategists, enhancing team efficiency and ensuring the successful delivery of brand narratives through storytelling driven campaigns
- Review and provide focused feedback on creative executions to social, creative, and design teams, ensuring brand consistency across messaging, tone, and visuals.

ASSISTANT MANAGER, STRATEGY and PLANNING, JANUARY 2022 TO JULY 2023

- Led the development and implementation of a new brand architecture framework for Heirs Holdings, ensuring a seamless integration of existing brands like Avon HMO under a single brand umbrella.
- Spearheaded brand health measurement efforts in partnership with external parties like Kantar & IPSOS, using qualitative and quantitative data to inform and optimize future strategies.
- Developed and presented strategic brand positioning and messaging for the Female Genital Mutilation campaign, achieving an 8900% increase in call-ins for the Hacey Health Initiative.
- Gathered content and managed brand assets in collaboration with Colgate global and public affairs team to ensure cohesive brand narrative and storytelling alignment within the country.
- Conducted in-depth research and analysis to generate trend reports and industry insights that contributed to the organization's thought leadership, establishing and managing the editorial pipeline for highly engaging content.
- Designed a data-driven creative campaign strategy for Airtel's home broadband, resulting in over 48 million impressions, 16,000+ engagements, and a 98% positive review rate.

SENIOR EXECUTIVE, STRATEGY and PLANNING, JANUARY 2021 TO DECEMBER 2021

- Spearheaded the brand relaunch of Peak Chocolate, achieving a 177% increase in sales volume and surpassing campaign targets by 59%, through a well-executed brand strategy and creative development.
- Led the development of a 360° brand and communication strategy for the Maltina Flavours launch, driving a 17% overall volume growth, surpassing the campaign target by 36%.
- Crafted an inventive communication plan for the launch of Colgate's AI dentist platform, achieving an extraordinary outcome with an average daily visitation of 2000 people.

EXECUTIVE, STRATEGY and PLANNING, JULY 2019 TO DECEMBER 2020

- Developed a go-to-market strategy for the Pay-attitude app, leading to over 20,000 downloads within the first month of the campaign.
- Coordinated with the strategy and planning team to ensure timely delivery and quality of campaign strategies, maintaining a high standard of strategic outputs.

PROJECT EXPERIENCE

AIRTEL

BRAND CONSULTANT, JANUARY 2021 TO JULY 2021

- Spearheaded a comprehensive research and analysis initiative for Airtel's data product campaign, formulating an innovative brand and creative campaign strategy. The resulting campaign generated metrics like an impressive 5M+ organic views on Instagram alone while garnering a 96% positive sentiment.
- Supported numerous Airtel projects through research trips across Nigeria's Northern and Southern regions, gathering insights and informing data-driven strategies for brand growth in diverse cultural contexts.

THE HEINEKEN COMPANY

BRAND & MARKETING CONSULTANT, JANUARY 2022 – Present

- Engage in several marketing and brand building/ planning workshop sessions with Heineken's Global Commerce University to collaborate on the brand, trade marketing, and sales approaches on a year-on-year basis.

EDUCATION AND CREDENTIALS

BACHELOR OF ARTS (B.A.) IN BUSINESS ADMINISTRATION & MANAGEMENT (FIRST CLASS; 3.9/4.0 CGPA), 2016

University of Cape Coast, Ghana

MINI-MBA, 2020

Global Analyst Academy, Lagos, Nigeria

ADDITIONAL INFORMATION

Technical Proficiencies: GWI, WARC, SQL, Windows, Mac OS, Microsoft Office Suite, Google Apps, Google Analytics, Slack, Meta Ads, Google Ads.

Soft Skills: Brand Strategy, Collaboration, Mentoring, , Content and Creative Strategy, Global Collaboration, Market Research, Content Development, Market Trends, A/B Testing, Brand Workshop.