

Damilola Olugbenga

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Digital Marketing Strategist

SUMMARY

An innovative Digital Marketing Strategist with over 3 years of expertise in crafting compelling content, executing data-driven campaigns, and delivering measurable brand growth. Skilled at using in-depth analytics to inform strategic decisions, continually reforming campaigns to achieve peak effectiveness and exceed business objectives.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive

GeoTravel & Tours Ltd (Subsidiary of Nepal Energies), Lagos

August 2022 - Present

- Led marketing team to create, implement, and optimize online advertising campaigns while applying data analytics to track campaign and website performances, that resulted in a 15% increase in overall campaign ROI.
- Implemented keyword research and on-page SEO techniques that boosted the blog's visibility in search engines, driving a 20% growth in new visitors to the site.
- Enhanced customer retention through targeted marketing automation using email marketing, achieving a 12% improvement in retention
- Revamped social media content and optimised strategies, driving a 50% boost in engagement across platforms.
- Contributed to the optimisation of landing pages and ad copy therefore enhancing website click-through rates.

Junior Digital Marketing Specialist

Drinksdirectng (Subsidiary of IVCL Global), Lagos

Jan 2022 - July 2022

- Assisted in developing SEO and Search engine marketing strategies that led to a 20% increase in website engagement and search rankings.
- Collaborated with the marketing team to align blog topics with broader content marketing goals, resulting in a 20% boost in overall content performance.
- Utilised WordPress to create, write and publish compelling blog posts through targeted keywords, which drove website traffic and user engagement.
- Managed a content calendar to ensure timely and consistent publication of blog posts, contributing to a 15% increase in reader retention and engagement over three months.

Creative Writer

Whipik, MD (USA)

Oct 2019 - July 2021

- Crafted immersive and interactive storylines that captivated users, leading to a 40% increase in daily active users and higher engagement across the app.
- Engaged with readers through comments and feedback loops, which helped refine content strategies and resulted in a 10% increase in repeat visitors.
- Crafted content aligning with brand messaging and storytelling techniques that drove a significant increase in app traffic and user retention.
- Created and managed blog content that increased traffic by 30% in the first quarter through targeted optimization and strategic publication.

EDUCATION

Bachelor of Arts, Creative Arts

Second Class Upper Division (4.23 / 5.00)

University of Lagos, Nigeria - Dec 2021

CERTIFICATIONS

Digital Marketing Associate certification

VS Creative Agency, 2023

Introduction to GA4

Simplilearn, 2023

Google Analytics Certification

Google, 2024

Data Analytics

DataSphere Academy, 2024