

# RUTH OLAGBAYE

## STRENGTHS

### 🔗 Strategic Thinking

Strong ability to think strategically to solve complex problems in a creative manner.

### ★ Time Management

Excellent time management skills leading to effective project delivery.

### 🧠 Adaptability

Ability to adapt to changing environments and requirements.

### ♥ Creative Problem Solving

Creative approach to problem solving, providing innovative solutions.

### ♥ Cross-Functional Collaboration

Ability to collaborate effectively with cross-functional teams.

### 🧠 Emotional Intelligence

High level of emotional intelligence, aiding in interpersonal communications.

### ⚡ Excellent Communication

Exceptional communication skills in various contexts.

## KEY SKILLS

Brand Strategy and Positioning ·

Content Strategy and Development ·

Digital Marketing and SEO ·

Audience Segmentation and Targeting ·

Social Media Strategy ·

Partnership Management ·

Project Management

## Brand Communication Strategist

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## SUMMARY

Passionate Brand Communication Strategist with a strong track record in driving brand visibility, crafting high-impact messaging and executing innovative cross-channel strategies that elevates brand perception. Expert in delivering measurable results in competitive markets, enhancing brand loyalty, and achieving consistent growth in customer engagement. I translate brand objectives into actionable strategies that resonate with target audiences, leaving lasting impact.

## EXPERIENCE

### Brand and Content Strategist

04/2023 - Present

#### Elizade JAC Motors

Lagos

##### Automobile Dealership

- Oversaw the creation of marketing materials including digital content, social media posts, and advertising campaigns.
- Developed and implemented integrated brand strategies and campaigns across digital and traditional channels, increasing brand visibility by 35% over 12 months.
- Conducted market research and analyzed consumer trends to identify opportunities, and turn insights to creative strategies for brand growth.
- Identified and evaluated high-impact initiatives, partnerships, and events for strategic investment, driving profitability and enhancing organizational growth.
- Managed partnerships, sponsorships, and brand budget effectively, reallocating resources to high-performing, and delivering a 150% ROI within one year.
- Analyzed brand performance metrics using tools like Google analytics and social media insights, continually optimizing strategies to enhance brand performance, leading to the development of targeted ad campaigns that generated an estimated 20% increase in website generated inquiries and 3% increase in conversions
- Collaborated with sales team to develop and execute promotional strategies and sales materials, partnership events, sponsorships and trade shows, resulting in brand exposure and lead generation.
- Increased positive customer feedback by 40% through effective complaint and inquiry management.
- Designed a targeted content strategy for digital platforms that led to a 40% increase in audience engagement and a 20% rise in followers over six months.
- Delivered competitive analysis and brand positioning strategies that improved brand sentiment and attracted a 25% rise in new customer acquisition.
- Oversaw SEO and SEM initiatives that improved organic search traffic by 30% increasing website traffic and engagement within a quarter.

### Assistant Brand Manager

03/2022 - 04/2023

#### Quality Foods Africa

Lagos

##### Krispykreme Nigeria, Dodopizza Nigeria, and Scoop'd Nigeria.

- Crafted data-driven content strategies that boosted online conversion rates by 15%.
- Managed innovative digital campaigns increasing target audiences engagement by 25% over six months.
- Organized and managed brand events that attracted 1000+ attendees, boosting brand reputation and visibility.
- Managed social media channels, growing all three brand following to 86k.
- Worked with design teams to curate high-quality content that enhanced brand engagement.
- Cultivated influencer partnerships, achieving 150% increase in reach and 100% growth in User generated content.
- Managed day-to-day interface and key brand activities such as website tracking, logistics, brand performance metrics, and reporting data on Google spreadsheet.
- Developed posting schedule with an effective content calendar, ensuring consistency across channels and enhancing brand recall by 20%.
- Implemented a social listening program to analyze customer sentiment, resulting in a 25% improvement in customer satisfaction scores.

## EDUCATION

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B.Sc. Marketing

[University of Ilorin](#)

Ilorin, KW, Nigeria

Brand Communication Strategy

[02 Academy - School of Advertising and Brand Communication](#)

Lagos, Nigeria

Integrated Marketing Communication

[Coursera](#)

Online

Marketing Analytics

[Coursera](#)

Online