

RUTH OLAGBAYE

BRAND AND MARKETING OFFICER

CONTACT

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<https://rutholagbaye.journoportfolio.com/>

EDUCATION

UNIVERSITY OF ILORIN

- B.Sc. Marketing

02 ACADEMY LAGOS

School of Advertising

- Professional Certification: Brand Management

COURSERA

- Professional Certification: Integrated Marketing Communications.

SKILLS

- Project Management
- Brand Management
- Event Management
- Content Marketing
- Teamwork
- Time Management
- Effective Communication
- Critical Thinking

PROFILE

Brand and Marketing Officer with a strong track record in developing integrated marketing campaigns and 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, and achieving consistent growth in customer engagement. I translate brand objectives into actionable strategies that resonate with target audiences, leaving lasting impacts.

WORK EXPERIENCE


APRIL 2023 - PRESENT

ELIZADE JAC MOTORS


Brand and Content Executive

- Oversaw the creation of marketing materials and content across digital and traditional channels including social media, website, third-party blogs, and print media.
- Developed and implemented integrated marketing strategies and campaigns across digital and traditional channels, increasing brand visibility by 30% over 12 months.
- Conducted market research and analyzed consumer trends to identify opportunities, and turn insights to creative strategies for brand growth.
- Evaluated high-impact initiatives, partnerships, and events for strategic investment, driving profitability and enhancing growth.
- Managed partnerships and sponsorships events, and brand budget effectively, reallocating resources to high-performing initiatives.
- 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.
- Oversaw the successful partnership with a PR agency to execute a high-impact semantic campaign driving increased brand visibility and a 20% audience engagement growth.
- Collaborated with cross-functional teams to execute cohesive brand messaging and exposure including sales team and logistics department.
- Designed a targeted content strategy for digital platforms to increase audience engagement and social media followership.

REFERENCE

 Olufade Ojunitunrayo
Brand and Marketing Manager
Elizade JAC Motors

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 Ojumiofufade@yahoo.com

QUALITY FOODS AFRICA

(KRISPYKREME, DODO PIZZA AND SCOOP'D ICE CREAM BAR)

Assistant Brand Manager

- Crafted data-driven content strategies that boosted online conversion rates heavily.
- Managed innovative digital campaigns increasing target audiences engagement by 25% over six months.
- Worked with design teams to curate high-quality content that enhanced brand engagement including print ads and video contents.
- Organized and managed brand events (partnership and sponsorships included), boosting brand reputation and visibility.
- Managed day-to-day interface and key brand activities such as website tracking, logistics, competitive analysis, brand performance metrics, and reporting data on Google spreadsheet.
- Cultivated influencer partnerships, achieving high increase in reach and 70% growth in User generated content.
- Managed social media channels, growing all three brand following to 86k.
- Developed posting schedule with an effective MoM 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