

DAYO OYINLOLA

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PROFESSIONAL SUMMARY

Strategic and data-driven digital marketing manager with 5+ years of experience planning and executing impactful campaigns across diverse industries. Proficient in leveraging analytics, MarTech solutions, and cross-channel marketing strategies to achieve measurable business growth. Skilled in team leadership, brand strategy development, and optimizing digital marketing funnels to drive customer acquisition and retention.

EXPERIENCE

SEO, Web Optimization, and Analytics Specialist (Contract)

June 2024 - August 2024

Careergrill | Kwara, Nigeria

- Achieved first-page Google rankings for key web pages within two months, significantly increasing Careergrill's online visibility and brand authority.
- Boosted organic traffic from search engines and innovative platforms like ChatGPT, expanding audience reach and engagement.
- Implemented advanced web analytics tools (Google Tag Manager, Analytics 4, and Search Console), delivering actionable insights that refined marketing strategies and improved conversion rates.
- Enhanced email marketing effectiveness by configuring Google Workspace and MailChimp with authenticated DKIM, DMARC, and SPF protocols, ensuring secure and high-deliverability communication.

Branding & Digital Marketing Consultant

September 2023 - Present

Bankit Microfinance Bank | Lagos, Nigeria

- Spearheaded the development of a cohesive brand identity system for market launch, including logo design, UI/UX, app store assets, company profile, and pitch deck.
- Devised a data-driven digital marketing strategy, mapping customer personas to app features, leading to improved engagement and conversions.
- Optimized operations and project management by deploying Zoho One tools and chatbot systems, enhancing customer service response time.

Digital Marketing Consultant

June 2023 - November 2023

Floriada Farms | Lagos, Nigeria - Ontario, Canada

- Executed national Meta campaigns with a daily ad budget of less than \$1, selling out frozen foods within three months and live cockerels in three days.
- Increased organic social media following by 5061% through targeted content marketing on Facebook and Instagram.

Digital Marketing Consultant

February 2023 - September 2023

Blitz IRE | Wisconsin, USA

- Developed and executed a real estate marketing strategy, leasing 3 of 4 industrial properties in under three months.
- Designed a theme-based WordPress website, elevating the brand's online presence and user experience.

Digital Marketing Officer

February 2022 - June 2023

Dana Group of Companies | Lagos, Nigeria

- Delivered campaigns that reached over 2M+ target audiences for Dana Air within six months.
- Enabled strong sales for Dana Air with well-coordinated campaigns for specific offerings.
- Integrated digital tools to improve content workflows and campaign alignment across subsidiaries.
- Wrote engaging verbiage for web pages, advertisements, and direct mailings.

Brand Strategist and Digital Marketing Specialist

February 2021 - November 2021

Dipa Looks | Manitoba, Canada

- Orchestrated a launch day campaign achieving 100% product sellout using multi-channel strategies.
- Identified new market opportunities through customer data analysis, driving long-term growth.

Digital Marketing Specialist

January 2020 - June 2020

Mandy Homes Investment Limited | Lagos, Nigeria

- Customized digital marketing strategies for different implementation strategies and ad programs.
- Managed website and social media pages.
- Developed creative content and promotional materials based on specific brand or campaign requirements.
- Utilized chatbots, content, and social channels to streamline lead-generation processes.

CORE COMPETENCIES

- **Digital Marketing:** Campaign Management, Funnel Optimization, Social Media Strategy, PPC, On-Page SEO
- **Analytics & MarTech:** Google Analytics 4, Tag Manager, & Search Console., Zoho One, Hubspot, Mailchimp
- **Brand Strategy:** Persona Development, Customer Journey Mapping, Messaging & Positioning
- **Content Production:** Copywriting, Motion Graphics Design, Blog Writing, Videography
- **Web Management and Optimization:** WordPress
- **Content Management Systems:** WordPress, Hubspot

CERTIFICATIONS AND RECOGNITIONS

LinkedIn Top Voice on Content Marketing – 2024

HubSpot Certifications: [Content Marketing](#), [Inbound Marketing](#), [Social Media Marketing](#)

LinkedIn Learning: [Advanced Google Analytics 4 \(GA4\)](#), [Advanced Google Tag Manager \(GTM\)](#)

[NASBA Advanced Branding](#), [IBM Data Analytics](#) & [R Programming](#)

EDUCATION

Bachelor of Science - Geography and Resource Management
Osun State University, Osogbo, Nigeria
Graduated with First Class Honors

November 2014 - September 2018

PUBLICATIONS

dayooyinlola.com/blog

youtube.com/@dayooyinlola