

Adeoluwa (Adey) Adesunloye

Brand Marketing Executive | Sales and Marketing Manager | Event and Sales Executive

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Results oriented with over 5+ years of expertise in creating and executing multichannel marketing strategies across diverse channels to generate new businesses. Adept at blending digital and offline marketing, data analysis, event planning, effective communication and content creation to drive brand growth and top of funnel marketing activities. Proficient in Brand Management, Strategy Development, Marketing Communications and CRM tools (Salesforce & Hubspot) to capitalise on growth and customer acquisition opportunities. Skilled in campaign development, social media marketing, email marketing, SEO, and PPC to drive lead generation, conversion, and revenue growth. Seeking a fast paced role within an organisation where I leverage my strategic marketing background to achieve outstanding results and develop a stable career in marketing.

Areas of Expertise

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|---|-------------------------------|-------------------------------------|
| • <i>Social Media Management</i> | • <i>Strategy Consulting</i> | • <i>Google Ads & PPC</i> |
| • <i>Brand Management</i> | • <i>Leadership</i> | • <i>Canva & Adobe InDesign</i> |
| • <i>Agile Project Management</i> | • <i>Team Collaboration</i> | • <i>Mailchimp</i> |
| • <i>Budget Management</i> | • <i>Communication Skills</i> | • <i>Data Science (Excel)</i> |
| • <i>Market Research</i> | • <i>Creativity</i> | • <i>Tableau</i> |
| • <i>Negotiation & Presentation</i> | • <i>Problem-solving</i> | • <i>365 Microsoft Office</i> |
| • <i>CRM</i> | • <i>Interpersonal Skills</i> | • <i>Wordpress, HTML 5 and CSS</i> |
| • <i>Account Management</i> | • <i>Reporting Writing</i> | • <i>Web development</i> |

Key Achievements

- **Brand Management:** 5+ years of expertly conducting macro, micro and internal market research, providing actionable insights on marketing mix & informing growth decisions to elevate brands and build loyalty.
- **Marketing:** Proficient in marketing strategy development, executing multi-channel digital and offline marketing campaigns and conducting analytics to optimise campaign strategy with A/B testing and PPC.
- **Events Management:** Organised and planned B2B and B2C events including PRINVEST Conference 2022, KonamiLagos, The CEO Apprentice, The Millennial Hangout, Social Fund Fun and ITCOY, managing vendor relationships, nurturing partnerships, securing sponsorships and attracting over 30,000+ attendees in six years using third-party event advertising platforms.
- **Sales:** Championing lead qualification, c-suite stakeholder relationship management and negotiations with 360° sales expertise, consistently exceeding targets and delivering detailed performance reports.
- **Volunteering:** Developed marketing strategies and built brand awareness as the marketing manager for successful charity initiatives including Socialising Angels, I'll Take Care of You and KonamiLagos.

Professional Experience

Source AZ

Business Development Manager

July 2024 - December 2024

- Piloted market research and executed a multi-channel marketing strategy to increase brand awareness and develop a sales pipeline, attracted new businesses, and expanded revenue streams.
- Strengthened brand identity by managing all communications and producing high-impact marketing assets—print, digital, and video—driving lead generation and boosting engagement by 70%.
- Increased brand awareness through digital and social media marketing, telemarketing, cold emails, client visits, events representation, A/B testing content testing and SEO optimised copywriting on Blogspot.
- Redesigned the website, enhancing UI/UX and customer journey, integrated Google Analytics to inform growth decisions and HubSpot to optimise segmentation, data-driven marketing and boost outbound marketing efforts.
- Demonstrated project management skills by coordinating team marketing and sales efforts to enhance online presence, drive market expansion as well as exceed sales KPIs by 20%.

New Vision Hospitality (805 Restaurants, Bar Beach Grill & ESQ Cocktail Bar and Grill)

Marketing and Events Manager

March 2023 - October 2023

- Conducted market research and executed a targeted outbound social media and PR strategy with influencer marketing to communicate the value proposition of new events and products, boosted brand visibility and drove a 35% increase in revenue.
- Boosted quarterly sales by £48K through the development of nationwide marketing campaigns and collaboration with external agencies to create content and deploy across on all channels.

- Orchestrated events and managed execution, ensuring exceptional customer service by enhancing customer experiences through all pre and post event touchpoints, driving loyalty.
- Managed client communications and brand presence on third party advertising sites for private bookings.
- Led website redevelopment to optimise the customer journey, ensure GDPR compliance, and enhance SEO. Improved UI/UX, boosting direct bookings by 30% and site performance by over 50%

Appleap Limited | [Link](#)

Marketing Coordinator

May 2022 - December 2022

- Developed multi-channel marketing campaigns that boosted brand awareness and drove a 40% increase in customer acquisition for Coupinapp. Exceeded B2B & B2C sales targets, onboarded 1,500+ vendors, and grew the user base to 21,323.
- Maintained consistent branding across all digital and offline marketing channels, leveraging Canva for content creation and optimising Google Ads for promotion, achieving a £0.094 CPC.
- Forged partnerships to boost brand visibility with Connoisseur Club, Johnny Rockets, and Ozone Cinemas, executed high-impact events, trade shows, and pop-up sales. Leveraging strong relationship management, strategic partnerships, and project management skills.
- Leveraged market research, Google Analytics, and customer feedback to optimise brand growth, enhance customer experience, and increase sales funnel conversion by 30%, demonstrating strong analytical skills.
- Mentored marketing team and onboarded new employees, maximising performance in achieving goals.

201Stores | [Link](#)

Customer Acquisition and Growth Manager

February 2019 – May 2022

- Increased brand awareness and strengthened brand visibility by developing and executing a multi channel inbound and outbound marketing strategy to promote the 201Stores SaaS online business directory.
- Launched marketing campaigns to communicate value proposition and increase engagement, generated £300K+ revenue, onboarded 2,700+ vendors, and attracted 33,000 organic users.
- Initiated improvements across customer touch points on app and website to improve customer experience and strengthen stakeholder relationships, boosting acquisition by 20% and reducing app churn by 60%.
- Maintained consistent branding across all company platforms by copywriting communication materials and crafting engaging content, proposals and pitch decks on Canva.

Education

University of Greenwich

Master of Arts (M.A) in Strategic Marketing Management

January 2023 - June 2024

- Runner up for Gre startup (2023) and Winner #GreHacks with Ambitious About Autism (2023)

Aptech Computer School

Certificate of Proficiency in Information Systems Management (CPISM)

November 2021

Lagos Business School

Entrepreneurship and Leadership

November 2021

University of Lagos

Bachelor of Science (BS.c) - Geography and Planning

August 2012 - January 2017

- Marketing and Events Executive for Campusheat HQ (2014 - 2016)

Professional Certifications

- LinkedIn Learning: **PMI Agile Certified Practitioner (PMI-ACP)** 2024
- Google Digital Garage and Torilo Academy: **Fundamentals of Digital Marketing** 2023, 2021
- LinkedIn Learning: **Hootsuite Platform Certification Fundamentals and Advanced Uses** 2024
- Oleren and ELC Learning College: **Project Management course** 2023, 2021
- Oleren and ELC Learning College: **Customer Service** 2023, 2021