

Stanley Uduemo Oyovota

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PERSONAL SUMMARY

Marketer and management consultant with skills in digital marketing, market research, communications, marketing planning, strategy development, and brand management.

Develops and executes campaign plans for brands, using multichannel marketing tactics and integration.

Experience in several industries, including ad tech, financial services, FMCG, management consulting, marketing services, media, and the nonprofit sector, from the agency and client side.

Google Ads proficient and a studying member of The Chartered Institute of Marketing (CIM).

PROFESSIONAL EXPERIENCE

December 2017 - Present

Business Development Manager (Nigeria, Lebanon, Namibia, and Angola), Eskimi Limited, Lekki, Lagos

Responsibilities and Achievements

- Manages relationship with brands and agencies, supporting them with display advertising tactical plans to achieve set KPIs (awareness, traffic, engagement, and conversion)
- Monitors campaigns to ensure KPIs (reach, clicks, conversion rate, viewability, and click-through rate) are met, and optimising based on creatives, apps and sites, operating systems, devices, etc.
- Prepares campaign reports with recommendations for clients
- Manages email/ newsletter content creation for Lebanese and Nigerian market
- Conducts programmatic advertising training for brands and agencies which helps to strengthen relationships

July 2017 - December 2017

Product Manager (Plaqad and NETShop), Black House Media, Ikeja, Lagos

Responsibilities and Achievements

- Developed and implemented go-to-market strategy, and managed relationship with digital marketing, PR, and media buying agencies, which grew revenue by over 200% in 6 months

- Managed brand positioning and the entire marketing mix
- Carried out customer and market analysis to improve product

February 2016 – June 2017

Communications Coordinator (TWB), House of Freedom, Lekki, Lagos

Responsibilities and Achievements

- Developed and implemented publicity strategy (online and offline), which grew the brand's share of voice and increased the database by 60%, through social media engagement, events, and content marketing
- Managed third party vendors as it pertained to branding, communications, and public relations
- Managed social media accounts and developed weekly content calendar for Facebook, Twitter, and Instagram
- Maintained archives of communications content, images, and videos to meet future needs
- Managed internal communications
- Coordinated production of promotional materials

June 2015 - December 2015

Strategic Marketing Manager, Madison & Park Limited, Osborne Phase II, Ikoyi, Lagos

Responsibilities and Achievements

- Coordinated cross-functional 4-member team that developed and implemented advertising, PR, and experiential marketing strategies for brands across several industries, achieving campaign KPIs
- Developed and presented pitches which acquired new clients for the agency

TRAINING

2019: Google Ads Fundamentals

2016: Social Media Marketing for Small Business (LinkedIn)

2016: Content Marketing Fundamentals (LinkedIn)

EDUCATION

2019: The Chartered Institute of Marketing, UK: Diploma in Professional Marketing (Anticipated Completion – December 2019)

2018: The Chartered Institute of Marketing, UK: Certificate in Professional Marketing (Marketing, Integrated Communications, Digital Marketing), Distinction