

# Dami AKINGBOLA

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## SUMMARY

Experienced Digital Marketing Strategist with a proven record of leading growth initiatives across the media, events, wellness and consulting sectors. Expert in crafting and implementing digital marketing strategies that boost conversion rates and social media engagement. Proficient in copywriting, email marketing, content marketing, and website design. Portfolio: [msha.ke/damiakingbola](https://msha.ke/damiakingbola).

## EDUCATION

2024- Positive Impact Marketing, **Alt Marketing School, UK**

2023 - Digital Marketing Strategy, **University of Toronto, Canada**

2016 - BSc. Chemistry (Upper Second Class), **University of Ilorin, Nigeria**

## CORE SKILLS

**Digital Marketing:** SEO, SEM, SMM, Email Marketing, Content Marketing, Digital Marketing Analytics, Lead Generation, Pay Per Click (PPC), Copywriting.

**Tools & Platforms:** Google AdWords, Google Analytics, Semrush, Buffer, MailChimp, WordPress, Canva, Flodesk, Convert Kit, Mailchimp, Elementor, MS Office, Hootsuite, Hubspot.

## PROFESSIONAL EXPERIENCE

### Digital Marketing Strategist

**APsolute Performance & Wellness, NL Canada** | February 2024 – Present

- Created and implemented a data-driven social media campaign that boosted engagement by 45%
- Launched email marketing campaign strategies that improved open rates by 50% within 60 days
- Championed customer segmentation initiatives, triggering automated tagging and personalized email campaigns based on user interactions; enhanced email click-through rates by 27%
- Partnered with sales teams to synchronize marketing strategies with business objectives, boosting conversion rates by 18% and contributing to a 15% month-on-month revenue growth.
- Crafted compelling copy for brand proposals and marketing campaigns, enhancing brand messaging effectiveness and increasing overall campaign engagement rates.

**Thistle Financial, NL Canada** | December 2023 - April 2024

- Engineered and executed a comprehensive website redesign and original copywriting for [Thistlefinancial.ca](https://thistlefinancial.ca); increased site traffic by 45% and raised user engagement by 30% within the first three months.
- Customized website lead magnet to engage and nurture potential clients

- Set up email marketing channels with detailed list segments on ConvertKit
- Crafted compelling presentations for the CEO and sales team

**Planners Hack** (Website: [plannershackhq.com](http://plannershackhq.com) & Instagram [@plannershack](https://www.instagram.com/plannershack))

- Conceptualized and branded the niched EdTech brand, built a high-conversion website, optimized sales funnels, and created replicable email marketing templates; increased lead generation by 50% and conversion rates by 35%.
- Designed lead magnets that attracted target clients, wrote high-conversion sales copies and built landing pages that skyrocketed product sales by 60%.
- Led marketing campaigns that significantly raised brand awareness, implemented engaging social media content that grew instagram followership by 65%, and managed webinars to upsell products.

**Marketing Project Manager, WhiteStone Consultancy, Nigeria | Dec 2021 – Aug 2023**

- Led the *Footprint-5* project that landed 3 key clients [with almost zero prior online presence] on the first google search page within 3 months, leveraging robust SEO and inbound marketing.
- Innovated sequenced email campaigns that grew clients' subscriber rate by at least 50% with significant sales growth within the first couple months.
- Initiated the *Elementor Wiz* program that lets company interns speedily become landing page designers thereby reducing projects turn-around time.
- Coordinates a wide range of strategic communication activities, manages the campaign, research, design and developer teams, oversees workflow to ensure completion of projects within timeline and budget while presenting reports.

**Marketing & Events Consultant, Femperial Limited, Nigeria | August 2019 – Nov 2021**

- Spearheaded online branding initiatives for a high-profile client, growing their combined social media followership by 50,000 [across Facebook, Instagram and Twitter] within 6 months.
- Designed lead magnets and optimized clients' email marketing platforms resulting in a 10% minimum increase in open rates within the first 2 months.
- Managed and fine-tuned paid search campaigns for multiple clients achieving an average click-through rate of 11% and a conversion rate of 9%.
- Secured 10 high-profile sponsorships and orchestrated a high-impact book launch event for [Toyosi Etim-Effiong](#); social media engagement surged by 300%, propelling the book to bestseller status on major platforms in Nigeria.
- Organized all aspects of user group conferences including venue, speakers and vendors selection, registrations, food and beverage, entertainment while leading post-event evaluation activities.