

Babatunde David KOLAWOLE

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Summary

I have helped Brands through Integrated Marketing to creatively use stories to create a strong emotional connection with their customers, increase engagement, create Brand Positioning and Brand Awareness, and ultimately drive conversions.

Most brands invest in content but struggle to turn it into conversions. I build the digital marketing strategies that close that gap.

Over 6+ years, I've led integrated digital marketing campaigns across SEO, email, social media, and video advertising. Where I helped 10+ brands in Real Estate, Tech, and Finance grow their audiences, sharpen their positioning, and drive measurable revenue impact.

I combine data analysis with brand storytelling. I don't just create content, I architect customer journeys. From redesigning an onboarding flow that boosted retention by 20% in 3 months, to executing multi-channel campaigns that pushed conversions 25% higher, I connect creative work to commercial outcomes.

Core competencies: Digital Marketing Strategy | SEO/SEM | Email Marketing | Social Media Marketing | Performance Marketing | Campaign Management | Content Strategy | Video Ads | Brand Storytelling | Marketing Analytics

I'm currently assisting Digital Growth at Mediacraft Associates, Nigeria's leading PR/IMC agency. Open to Digital Marketing Manager roles, in-house brands, tech companies, and remote-first teams globally.

Experience

Senior Executive, Digital Marketing

Mediacraft Associates

May 2024 - Present

I strategize, and execute, digital marketing ideas to drive brand awareness and generate leads.

I leverage a range of digital channels, including SEO, PPC, social media, and email marketing to achieve measurable results.

Content Marketing Specialist

Ha-Shem Limited

Jun 2023 - Mar 2024 (10 months)

I created compelling narratives, engaging video content, with proven excellence in the scripting, shooting, and editing.

I wrote captivating and impactful email and graphics copies.

Developed product marketing strategies and worked to execute and optimize everyday.

I managed social media channels to enhance brand presence. During this period, I significantly increased the number of followings and also multiplied post impressions and engagement with posts significantly higher than what used to be.

I created strategic content which has driven results in brand positioning.



Growth Marketing Associate

YouCloud Pay

May 2021 - Jul 2023 (2 years 3 months)

I developed high-converting marketing strategies based on analysed data and identified opportunities to scale business, acquire new customers, and drive customer retention.

I worked with digital marketing, social media marketing, email marketing, and design teams on a daily basis to design, develop and execute marketing campaigns with well defined goals.



Data Entry Specialist

YouCloud Pay

Feb 2021 - May 2021 (4 months)



Communications Manager

CarryWork

May 2020 - Feb 2021 (10 months)

I managed all communication channels like social media platforms, company websites and media relations. I wrote copies for company memos, email marketing and published user guide contents and marketing materials.



Content Marketing

CarryWork

Feb 2020 - May 2020 (4 months)

- Created compelling content to improve engagement with prospects, partners, and customers.
- Used CorelDraw to create promotional and editorial graphics to accompany blogs, newsletters, and social media posts both for the company and its clients
- Created style guides, localization guidelines, and toolkits to guide content delivery.
- Wrote clean, well-polished copies that contributed to both company's and its clients' social media platforms and other marketing channels.

Marketing Specialist

Aláyò Events

Sep 2019 - Dec 2019 (4 months)

- Planned, implemented and tracked sales and marketing strategies to promote brand products.
- Conceptualized brand identity and developed unique accompanying graphic style and tone for use in communications.
- Consulted with product development team to enhance products based on customer data.
- Coordinated innovative strategies to accomplish objectives and boost long-term profitability.

Assistant Brand Manager Marketing

Precious Unique Global

Dec 2018 - Sep 2019 (10 months)

- Conceptualized brand identity and developed unique accompanying graphic style and tone for use in communications.
- Developed innovative strategies to accomplish objectives and boost long-term profitability.
- Reduced marketing costs by streamlining marketing roles, leveraging communications materials and monitoring budgets.



Assisting Quantity Surveyor

Adron Homes

Jul 2018 - Dec 2018 (6 months)

- Took measurement of site works and assisted in preparing BOQ.
- Carried out Valuation for ongoing works on site.
- Designed and produced business cards for members of staff.

Education



Federal University of Technology Akure

B.Tech, Quantity Surveying

2015 - 2019

Licenses & Certifications



Sales Evangelist - KnowBe4



Graphics Design - Asean Online Education AOE



Critical Thinking - Gr8jobsNG



Microsoft 365 SMB Masters Sales Professional - Microsoft

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Skills

Corporate Communications • Customer Service • Team Leadership • Critical Thinking • Customer Experience • Graphic Design • Education • Photography • Sales