

Asua, Tolulope Daniel

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Results-driven Digital Marketing Coordinator with over three years of experience in developing and executing successful digital marketing campaigns. Skilled in content creation, social media management, email marketing, and SEO/SEM optimization. Proven ability to increase brand visibility, generate leads, and enhance audience engagement through data-driven marketing strategies. Passionate about leveraging digital tools to drive business growth and customer satisfaction.

WORK EXPERIENCE

Digital Marketing Coordinator

January 2024 –

Present

Progiant Media

- Coordinated the planning and execution of digital marketing strategies across various channels, including social media, email, and web.
- Assisted in the creation, scheduling, and management of content for social media platforms, leading to a 40% increase in engagement.
- Conducted market research and competitive analysis to inform data-driven marketing strategies.
- Monitored and reported on campaign performance, providing actionable insights to optimize ROI.
- Collaborated with design and content teams to produce compelling visual and written content.
- Maintained and updated clients' websites, ensuring alignment with branding and marketing objectives.
- Assisted in various marketing projects, including training initiatives and special promotions.

Social Media Marketing Specialist

June 2023 – January

2024

WaterFront Lagos

- Executed social media marketing campaigns that enhanced brand visibility and drove website traffic.
- Created engaging content tailored to different platforms, resulting in a 30% increase in audience growth.
- Conducted audience analysis to improve targeting and messaging effectiveness.
- Assisted in content production, including video shoots and visual storytelling.
- Provided regular reports on campaign performance and social media trends.

Email Marketing Specialist

January 2022 – June

2023

Progiant Media

- Developed and implemented email marketing campaigns to drive client engagement and lead generation.
- Managed email lists, ensuring proper segmentation and personalization to increase open and click-through rates.
- Collaborated with cross-functional teams to create newsletters and promotional materials.
- Analyzed campaign performance using MailChimp and Constant Contact, providing insights for optimization.
- Ensured compliance with email marketing best practices and data protection regulations.

SEO & Digital Ads Specialist

January 2022 – June

2023

Progiant Media

- Developed and executed SEO strategies, leading to a 30% increase in organic search traffic.
- Conducted keyword research and optimized website content to improve search engine rankings.
- Managed Google Ads and social media advertising campaigns to maximize reach and conversions.
- Created and monitored performance dashboards to track key metrics and inform strategy adjustments.
- Ensured consistency across digital platforms through strategic branding efforts.

EDUCATION | QUALIFICATIONS

University of Lagos, Akoka, Lagos

2016 – 2021

Bachelor of Science in Mass Communication

PUBLIC RELATIONS

ADVERTISING

JOURNALISM

LEADERSHIP PROFICIENCY

University of Lagos, Public Affairs Television Programme,

July

2018

Floor Manager

- Prepared the studio sets before the actual recording.
- Synchronized the use of the sound systems during the actual recording.

VOLUNTEER ACTIVITIES

HillTrust Top Foundation,
2024

May 2024 – December

Role: Social Media Setup and Management

Ritechoice Leather, Osun, Nigeria,
2020

March 2019 – April

Role: Digital Media Consultant

RCCG Victory Centre (YAYA), Lagos, Nigeria
Present

July 2021 -

Role: Social Media Manager and Copywriter

PORTFOLIO

https://drive.google.com/drive/folders/1bV1pJlJjOVfYFMpzqzxNKNQ_t3P9a2ID?usp=sharing

CERTIFICATION

Data Analysis

https://drive.google.com/file/d/1ZOb6c8O4g00OLX82qyWu21WansIpfW-U/view?usp=drive_link

McKinsey Forward Program

<https://drive.google.com/file/d/1mXuCff2ysUFpiUALhuXsHHA33HuoyR0K/view?usp=sharing>

Google Digital Skills for Africa

<https://drive.google.com/file/d/1AeCIvVZf2-7PXfqz3OgyvOrXrhvyp5k4/view?usp=drivesdk>

Communication Research Network

<https://drive.google.com/file/d/1wyHz6rr27NpimEXcT-q4YfVcEzfCJwjf/view?usp=drivesdk>

Digify Africa

https://drive.google.com/file/d/1PUeMgoPHNnQvbJo_Hz78cg_nERk8sOhv/view?usp=drivesdk

Pitcher Festival of Creativity

https://drive.google.com/file/d/1gtxbLSGFQugKuzQYM4hnR_o93bFDZSjC/view?usp=drivesdk

Jobberman Soft-Skills Training

<https://drive.google.com/file/d/13J7orbCfb880vJcTVBOGIaGUB-5XqxG6/view?usp=drivesdk>

Digital Ad Expert by Aleph

https://drive.google.com/file/d/1QOUFwibOOTpodN_CPIL7QGy3LPhPB1C8/view?usp=sharing

LinkedIn Learning

https://drive.google.com/file/d/1qA_FIBJ-1JFSj4HRlaHhQ_uRPw4VOwjt/view?usp=sharing

<https://drive.google.com/file/d/1go7Zkzyg9y0rU5Sv8niZQMhPtY529Kb0/view?usp=sharing>

SKILLS

Content Creation, Content Writing, Social Media Management, Social Media Marketing, SEO & SEM, Email Marketing, Blogging, Digital Advertising, Strategic Planning, Public Relations, Event Coordination, Relationship Building, Communication Strategy, Microsoft Office Suite, Creative Content Development

DIGITAL SKILLS

Microsoft PowerPoint, Zoom, MailChimp, Constant Contact, Outlook, Google Drive, Google Docs, Instagram, Twitter, LinkedIn, Facebook, Canva, Google Analytics, Google Ads, Social Media Ads, Social Media Listening Tools, Email Marketing CRM, WordPress.

REFERENCE

Available upon request