


Zion Eludini-Olufemi

Marketing Strategist
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SUMMARY

Data-driven marketing strategist with **4 years full-time-equivalent (FTE) experience** built over seven years of progressively larger, revenue-impacting roles. Delivered **\$1M+ in sales** through multichannel growth campaigns, including a **\$70K-per-month** email engine for a health-tech brand. Currently spearheading the end-to-end launch of the Luxodd Games’ arcade platform, steering a seven-member cross-functional team toward a July 2025 Kickstarter launch. Recognized as a *Top Rated Plus* freelancer on Upwork (94% client satisfaction), I seek an MBA to refine strategic leadership and scale go-to-market innovation for global ventures.

CORE COMPETENCIES

- **Digital Advertising:** Google Ads, Meta (Facebook/Instagram), TikTok, LinkedIn, YouTube
- **Email & Automation:** CRM Integration, Lead Nurturing, List Segmentation
- **Data Analysis & ROI Optimization:** Google Analytics (GA4), Tag Manager, KPI Dashboards
- **Project Leadership:** Team Mentorship, Budget Oversight, Cross-Functional Coordination
- **Technical Proficiency:** HubSpot, Mailchimp, WordPress, ActiveCampaign, Shopify
- **Soft Skills:** Communication, Problem-Solving, Strategic Thinking

PROFESSIONAL EXPERIENCE

Luxodd Games — Business Development and Marketing Strategist (2024–Present, Remote)

- Leading the launch of a cutting-edge arcade ecosystem, targeting a six-figure Kickstarter campaign in July 2025.
- Built and execute a marketing funnel that drives awareness, crowdfunding backers, and investor interest.
- Manage a cross-functional team of 4 game developers, a web developer, sound engineer, and graphic designer.

Panacea — Email Marketing Specialist (2022–2024, Remote)

- Drove \$60K/month in revenue via daily email campaigns for docuseries and health products.
- Led and mentored two junior marketers, overseeing goal-setting and performance reviews.
- Secured \$28K+ in commissions in two weeks for top-converting offers (Science Genics, Cancer Decoded).

Freelance Digital Marketer & Copywriter — Upwork (2020–2022, Remote)

- Generated \$1M+ in sales for 40+ B2B/B2C clients in Tech, Healthcare, Real Estate, and Nonprofit.
- Elevated conversion rates by up to 32% through A/B testing and retargeting across Google and Meta.
- Consistently ranked in the Top 10% of Upwork freelancers with Top Rated Plus status and 94% Job Success, underscoring client satisfaction and campaign success.

Host Sailor — Marketing Assistant (2019–2020, Remote)

- Streamlined user onboarding by developing 21 technical documents for IPv6 web hosting services.
- Expanded global adoption through 13 training videos, collaborating with a 6-person cross-functional team.

EDUCATION

Obafemi Awolowo University - Ile-Ife, Nigeria

B.Sc. in Building (2018–2024) - Focus on project management and sustainability.

ADDITIONAL CREDENTIALS

- **Digital Marketing Pro Certificate** – American Marketing Association & Digital Marketing Institute
- **HubSpot Inbound Marketing Certification** – Focus on content creation, lead nurturing, CRM usage
- **Graduate Member, Nigerian Institute of Building (GMNIOB)** – Recognized professional competence in the building sector

COMMUNITY INVOLVEMENT

Pro Bono Marketing Consultant | Maison Beljanski (Beljanski Foundation)

- Provide volunteer marketing and copywriting services for integrative cancer research.
- Enhance fundraising and awareness via targeted email campaigns and creative storytelling.