

ELIZABETH OMOLOLA AKINYELE

BRAND, MARKETING & PERFORMANCE LEADER

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PROFESSIONAL SUMMARY

Brand, marketing and growth leader with over 15 years of experience driving commercial performance across diverse portfolios. Proven track record of building and scaling globally recognised brands including Heineken, Hennessy, Moët & Chandon, Pepsi, Beiersdorf, Sterling Bank & The Gates Foundation. I translate brand ambition into measurable business growth; leading cross-functional teams, shaping portfolio strategy, and delivering sustained revenue and market expansion in highly competitive environments.

AREAS OF EXPERTISE

- Multi-unit P&L Mangement & Business Leadership
- Brand Strategy & Transformation
- Revenue & market share growth
- Cross-Fuctional & Matrix Team Leadership
- C-Suite Stakeholder Management
- Team building & talent development
- Marketing, Digital & Performance Integration
- Consumer Insight & Category Development
- Integrated Marketing Communications (IMC)

PROFESSIONAL EXPERIENCE

MediaFuse Dentsu | Lagos, Nigeria

April 2019 - Present

Progressed across Strategy, Creative, and Performance leadership roles within the Dentsu network.

General Manager - Dentsu Performace & iProspect (November 2022/June 2025 - Present)

- Lead two business units concurrently, overseeing P&L, client portfolios, and cross-functional teams
- Drive integrated performance, digital, and media strategies across key accounts
- Expand market share and revenue streams while ensuring operational excellence

Chief Strategy Director- Dentsu Creative (July 2022 - October 2022)

- Led strategic direction across flagship brands
- Partnered with C-suite clients on brand and growth strategy
- Drove cross-functional integration between creative and media

Associate Director, Strategy - Dentsu Creative (April 2020 - July 2022)

- Oversaw strategic planning for multi-category brand portfolio
- Managed senior client relationships and strategic transformation projects

Head Of Strategy - Dentsu Creative (April 2019 - July 2020)

- Built and led strategy function
- Delivered brand positioning and communications frameworks

Earlier Career Highlights

November 2009 - 2018

Key senior strategy & brand development roles in entertainment, FMCG and premium beverage brands; developed award-winning campaigns and transformed brand portfolios.

- Strategy & Client Service, Ogilvy - Oct 2019 – May 2020 | Lagos, Nigeria
- Brand & Business Development, Nickelodeon (Paramount) - May 2018 – Sep 2019 | Lagos, Nigeria
- Strategy, Insight Publicis - Nov 2011 – April 2018 | Lagos, Nigeria
- Strategy & Client Service, Sponge - Sept 2008 – Oct 2011 | Lagos, Nigeria

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EDUCATION

Oxford Brooke's University | Oxford, England **Sept 2003 - June 2006**

Bachelors of Art (Hons) - Communication, Media & Culture

- Gain insight into how media technology is rapidly changing the world
- Analyse the power dynamics of major organisations and how they influence their audience

The Mount School | York, England **Sept 2001 - June 2003**

A-Levels

- Art & Design, Design & Technology: Product design, Critical Thinking, English Literature

ADDITIONAL INFORMATION

- **Languages:** English (native speaker)
- **Certifications:** ARCON (ARPA)

REFERENCES

Available on request.