

Emmanuel Akindele

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Digital Marketer | Growth Marketing Specialist

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Technical Skills

Social Performance & Growth Marketing; Paid Media Buying (Meta, Google, X, LinkedIn); Analytics & Attribution (GA4, GSC, UTMs); SEO & Organic Growth; Lifecycle & Retention Marketing; Marketing Automation & CRM; Reporting, Insights & Optimization

Education

• University of Lagos

Quantity Surveying (Second class, Upper division)

Experience

• MTN Nigeria

Hybrid

Digital Marketer (MTN Pulse Digital Army)

Apr 2022 – Aug 2025

- **Massive Scale Advocacy:** Selected as a core member of the MTN Pulse Digital Army, an elite team of creators tasked with driving brand dominance and product adoption among the youth demographic.
- **High-Volume Visibility:** Consistently generated over 1 million organic impressions monthly through strategic content distribution across X (Twitter), Instagram, Facebook, and WhatsApp Status.
- **Multichannel Content Creation:** Developed and shared high-performing multimedia content (graphics, video, and text) tailored for ephemeral platforms (Stories/Status) to maximize daily active engagement.
- **Network Amplification:** Leveraged personal and professional influence to amplify MTN's brand messaging, successfully increasing the reach of major service campaigns and product launches.
- **Audience Retention:** Monitored community feedback and engagement metrics to refine messaging, ensuring brand consistency and high sentiment across all social touchpoints.

• Builders Tribe

Remote

Social Media Growth Strategy Manager

Sep 2024 – Jan 2025

- **Platform Growth & Acquisition:** Engineered a multi-platform digital strategy that successfully acquired and maintained 6,000+ organic followers across Instagram, TikTok, YouTube, and LinkedIn.
- **Targeted Audience Building:** Implemented precision-targeted techniques to attract and engage high-value users within the tech and business sectors, ensuring follower quality aligned with brand goals.
- **Newsletter Conversion:** Developed lead-generation tactics that successfully onboarded 1,000+ subscribers to the company's newsletter, bridging the gap between social media reach and owned-media retention.
- **Content Operations:** Managed the end-to-end execution of content for diverse platforms, optimizing engagement through platform-specific storytelling and community interaction.

• Rubels and Angels Restaurant, Akoka

Hybrid

Brand Growth Strategist & PR

May 2024 - Jun 2024

- **Growth & Conversion:** Engineered a localized digital strategy that generated a first-week surge of **1,092 student customers**, marking a **2,000% increase** from the previous weekly average of 52.
- **Market Research & Product Strategy:** Conducted research on student spending habits to co-design a budget-friendly menu, which served as the primary driver for high-volume student patronage.
- **High-Impact Content:** Created viral interactive content across personal social media channels, averaging over **15,000 views per post** within the UNILAG student community.
- **Brand Positioning:** Rebranded the restaurant as a student-centric, high-quality dining option, successfully converting digital social proof into sustained, long-term foot traffic.
- **Analytics & Reputation Management:** Monitored engagement trends and customer feedback to measure PR effectiveness and ensure high brand loyalty through positive online interactions.

• Letschat

Hybrid

Growth Marketing Specialist

Nov 2022 - Mar 2023

- **User Acquisition & Onboarding:** Designed a targeted acquisition campaign utilizing social media promotion and personal influence to drive high-volume app installations within the UNILAG student community.
- **Influencer & Event-Based Marketing:** Conceptualized an exclusive high-profile student event, implementing an app-installation entry requirement that directly converted 100% of attendees into active users.
- **Gamification & Retention:** Executed an incentive-based engagement model leveraging the FIFA World Cup; utilized prediction games and rewards (airtime, hardware) to increase long-term user retention.
- **Data-Driven Insights:** Analyzed user behavior and engagement metrics post-campaign to provide actionable insights for refining future product scaling strategies

Certifications

- Google Digital Garage – Fundamentals of Digital Marketing
- Google Skillshop – Google Ads Search Certification
- HubSpot Academy – Social Media Marketing Certification
- Meta Blueprint – Digital Marketing Associate
- Mailchimp Academy – Email Marketing Basics
- LinkedIn Learning – Marketing Analytics Foundations

Projects

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- Publicity manager, “Not too young to run” (UNILAG hub) by United Kingdom International Development.
 - PR Strategist, “In his Presence” - Bidemi Olaoba (May, 2024)
 - PR Strategist, Sabinus Live in Campus, UNILAG (November 2023)
 - Lead Volunteer, Publicity, EU-Africa Summer School, 2023 & 2024
 - PR, Rubies Bank, 2024
 - Talent digital marketer, Chocolate City Music, 2023
 - PR, Wema 5 for 5 UNILAG Promo, 2023
 - PR Strategist and mobilizer for Sporting Lagos home games, 2023
 - Social Media Growth Strategy Manager for Hypo, 2023
 - PR Strategist for Coca-Cola student events, 2023
 - PR Strategist, Ambassador Walter Carrington Annual Symposium, 2023