



Eric Jibril

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● ABOUT ME

I am a professional with a Bachelor's degree in Business Administration from the University of Lagos and over a decade of experience leading project execution, experiential marketing, and high-end operations for global brands like Diageo (Guinness Nigeria) and Pernod Ricard.

Throughout my career, I have specialized in managing large-scale brand activations, coordinating cross-functional teams, and directing vendors to ensure flawless operations at corporate events and conferences. I excel at turning complex logistics into smooth, high-quality experiences.

To combine my strategic business background with modern growth systems, I also manage independent digital ventures. I specialize in:

- Digital Marketing Strategy (building online sales funnels)
- SEO & Content Creation (driving organic web traffic)
- AI Automation (setting up tools to streamline digital workflows)

I bridge the gap between real-world business operations and digital efficiency, ensuring projects run smoothly, stay on budget, and hit growth targets.

● WORK EXPERIENCE

DIGITAL GROWTH MANAGER & SYSTEMS LEAD – SELF-EMPLOYED / DIGITAL VENTURES – 03/06/2024 – Current – LAGOS, NIGERIA

- **Engineered end-to-end digital marketing funnels** leveraging Instagram and Pinterest to channel organic web traffic to high-converting product pages.
- **Designed and built search-optimized content websites**, utilizing strategic SEO frameworks and article writing to boost search engine visibility.
- **Implemented automated e-commerce infrastructure** via Gumroad and Payhip to streamline digital product delivery and automate client payment processing.
- **Monitored web analytics and user traffic data** to identify operational bottlenecks and continuously optimize online conversion rates.

EVENT SERVICES & BRAND ACTIVATIONS LEAD – BOTTLE KING NG / THEMECRAFTSTUDIO – 02/05/2023 – Current – LEKKI , NIGERIA

- **Partnered with executive event planners** to translate complex project briefs into flawless operational executions for corporate events and weddings.
- **Designed and implemented standardized workflows and digital checklists** that drastically increased team precision, reduced latency, and eliminated service errors.
- **Supervised resource supply chains**, overseeing the sourcing, procurement, and inventory control of event props, materials, and premium assets.
- **Recruited, onboarding, and trained cross-functional teams** (including hospitality staff and logistics personnel) to meet high-end service agreements.

OPERATIONS & PROJECT MANAGEMENT CONSULTANT – FREELANCE / CONTRACT (CLIENTS INCLUDED: DIAGEO NIGERIA & PERNOD RICARD) – 01/12/2013 – 06/03/2026 – LAGOS, NIGERIA

Business or Sector: Manufacturing | **Department:** Food and Beverages

- **Directed experiential marketing and brand activation projects** for global beverage leaders, ensuring premium execution and high-impact guest experiences.
- **Developed technical standard operating procedures (SOPs)** and training modules for service delivery teams to maintain rigid quality standards.
- **Curated localized product portfolios and asset menus** aligned with corporate brand identities and current regional market trends.

BUSINESS OPERATIONS & SYSTEMS LEAD – HOSPITALITY MANAGEMENT SECTOR – 05/09/2023 – 31/01/2026 – LAGOS, NIGERIA

- **Headed comprehensive facility operations**, prioritizing luxury customer retention, product standardization, and elite service delivery.
- **Architected strict asset control systems** (including daily data logs, weekly reports, and variance trackers) that minimized operational waste and increased financial accountability.
- **Analyzed regional sales performance and inventory velocity data** to identify top-performing assets, optimize purchasing pipelines, and assist executive decision-making.

● EDUCATION AND TRAINING

10/10/2011 – 10/12/2016 Lagos, Nigeria

BACHELOR OF SCIENCE University of Lagos

Management & Leadership: Theories and practical approaches to managing teams, developing leadership skills, and making strategic decisions.

Accounting & Finance: Fundamentals of financial reporting, budgeting, financial analysis, and the principles of both managerial and financial accounting.

Marketing & Operations: Techniques in market research, consumer behavior, product development, as well as methods for optimizing supply chain and operations management.

Business Law & Ethics: Understanding the legal environment of business, including contracts, liability, and ethical decision-making.

Information Systems & Technology: Using modern technology to analyze data, improve business processes, and support decision making.

Website unilag.edu.ng | **Final grade** 2.87 grade point | **Thesis** Business Administration Management

● LANGUAGE SKILLS

Mother tongue(s): **ENGLISH**

● SKILLS

Data Analysis & Reporting | Process Automation Workflows | Advanced Inventory Tracking | Financial Reconciliation | Microsoft Office Suite | Cross-Functional Team Leadership | Multitasking & Milestone Management | Crisis Resolution & Composure | Stakeholder & Vendor Coordination | Corporate & Client Relations | Basic Communication in French | Fluent Communication in English

● CONFERENCES AND SEMINARS

18/10/2024 – 18/10/2026 Lagos

Biblical Billionaire Club

A member of the Biblical Billionaire Club: An exclusive leadership development and professional mentorship platform focusing on executive coaching and business networking.

Link <https://femiadisa.net/>

● HONOURS AND AWARDS

20/04/2014

Master Bartender Award – Master Bar Academy

In 2014, Diageo Plc introduced the Smirnoff Master Bar Academy to Lagos, marking the brand's inaugural event in the city. As one of the select brand mixologists at the forefront during that period, I had the privilege of participating in this groundbreaking training, earning both certification and recognition. Since then, I have continued my journey with Guinness Nigeria/Diageo Plc, serving as a Brand Mixologist. In this role, I specialize in crafting signature cocktails that align seamlessly with their products, enhancing the brand's appeal and consumer experience.

HOBBIES AND INTERESTS

Cycling

An avid cyclist, I enjoy long-distance riding to maintain mental clarity, physical fitness, and focus. Engaging with local cycling communities has strengthened my teamwork and networking skills, while navigating diverse routes reflects my natural adaptability and love for exploring new environments.

CERTIFICATIONS

University of Helsinki , 28/04/2026

Elements of AI

The Elements of AI certification from the University of Helsinki is a globally recognized, online program designed to introduce learners to the fundamentals of artificial intelligence, combining theory with practical exercises and offering a certificate upon completion. It is widely respected as one of the most accessible entry points into AI literacy.

Mode of learning: Online

Canva Design School, 21/03/2026

Canva Essentials

The Canva Essentials Certification from Canva Design School is a beginner-friendly program that teaches the core skills needed to confidently use Canva for design projects, covering navigation, customization, collaboration, and exporting designs. It validates your ability to create professional-quality visuals using Canva's tools.

Mode of learning: Online

Miramore Institute, 01/08/2025

Data Analysis

The Professional Data Analysis Certification from Miramore Institute validates advanced skills in handling the full data lifecycle. It covers proficiency in Microsoft Excel, MySQL, Power BI, Tableau, and Python, equipping learners to clean, analyze, and visualize datasets effectively. This certification demonstrates the ability to generate actionable insights and perform as a competent Data Analyst in today's global, data-driven environment.

Mode of learning: Hybrid

Google certification, 01/08/2024

Fundamentals of Digital Marketing

Honored to receive the Fundamentals of Digital Marketing award from Google Certifications!

Building an effective online presence requires a strong understanding of how the digital world works. This comprehensive program covered everything from SEO and search advertising to audience analytics, email marketing, and business strategy.

This certification highlights my ability to analyze data, plan digital campaigns, and execute frameworks that help brands grow online.