

OFURE AKHABUE

Brand & Marketing Strategist

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PROFILE

Brand and marketing professional with four years' experience building brand presence and audience growth for premium, lifestyle-facing brands, including a mid-luxury fashion label serving the diaspora market and a mid-luxury bridal house. Skilled at translating a founder's brand vision into content strategy, storytelling and campaign execution, with direct experience supporting international brand activations (Paris, London) and producing content for high-profile clients and events, including C-suite executives at Interswitch and the Nigerian Bar Association. Combines strategic brand-building with hands-on entrepreneurial experience running an independent business end to end. Seeking to grow into a senior marketing leadership role within a premium or lifestyle-driven organisation.

CORE STRENGTHS

- Brand strategy & positioning for premium/lifestyle brands
- Content strategy, storytelling & campaign planning
- Client and high-profile stakeholder engagement
- Influencer research & partnership coordination
- Brand activation & event content support
- Cross-functional collaboration & project coordination
- Digital marketing, SEO & analytics-led decision-making
- Independent business ownership & commercial management

PROFESSIONAL EXPERIENCE

Brand Associate

April 2026 – Present

Mid-luxury fashion brand for millennial women of the diaspora

- Own content and social strategy across Instagram, TikTok, X, Pinterest and YouTube, translating the founder's brand vision into a consistent, culturally resonant voice.
- Research and identify brand-aligned influencer partnerships to extend reach among target audiences.
- Support international brand activations, including pop-up events in Paris and London, through on-the-ground content and audience engagement.
- Build multi-week content calendars anchored in brand storytelling pillars, including a real-women portrait series and founder-led content.
- Write platform-specific copy — captions, scripts and product content — aligned to brand tone and commercial goals.

Social Media Manager

Jan 2025 – Apr 2026

Mid-luxury bridal rental brand, Benin City

- Grew social following by 70% in six months through trend-based content and strategic campaigns, directly supporting brand demand generation.
- Developed and implemented brand communication strategy across platforms, aligned to bridal aesthetics and customer engagement trends.
- Produced multimedia content (reels, carousels, promotional graphics) that lifted visibility by 30%.
- Sourced and managed influencer collaborations to boost engagement and customer interaction.

Executive Assistant & Communications Support Staff

Jul 2024 – Dec 2024

Office of the Executive Chairman, Edo State Universal Basic Education Board

- Managed the Executive Chairman's social media and personal brand messaging, growing engagement through focused, on-message content.

- Coordinated communications for high-profile education events, building goodwill with senior stakeholders across the state education ecosystem.
- Produced and edited visual content for government campaigns under high-stakes, time-bound pressure across multiple concurrent events.

Media, Brand & Content Strategist (Freelance)

Jan 2021 – Present

- Deliver content strategy and brand materials for private clients, including senior executives and industry professionals across sectors.
- Covered high-profile events — book launches, art exhibitions, professional forums — for clients including C-suite executives at Interswitch and the Nigerian Bar Association (NBA).
- Coordinated and supported multiple state-wide educational campaigns and events, expanding brand reach and stakeholder participation.
- Developed promotional visuals and storytelling assets used across post-event brand campaigns.

Founder & Baker

Jan 2021 – Present

- Built a self-funded boutique baking brand with sustainable monthly revenue and strong customer loyalty across Lagos and Benin City.
- Increased customer orders by over 100% in one year through content-driven marketing and word-of-mouth — first-hand experience of marketing's direct link to revenue.
- Own full business operations: brand identity, packaging, finance, procurement, customer service and logistics.

EDUCATION

Bachelor of Education (B.Ed.), Economics and Statistics

University of Benin, Edo State — 2023

PORTFOLIO

Portfolio and freelance work samples available on request or via secure Google Drive link.