

Senior Marketing Manager

Forward-thinking, diligent, and accomplished leader with extensive experience in marketing operations, communications, social media management, and project delivery.

Well-versed in devising and executing marketing strategies to oversee daily marketing operations. Stellar track record of maximising revenues, leading strategic initiatives, and regulating marketing measurements. Profound expertise in negotiating contracts for advertising, marketing, and promotions. Adept at steering and training cross-functional teams to achieve desired results. Excel at designing and preparing creative communications and marketing material as well as monitoring all facets of digital Marketing including websites, YouTube, social media, and Google Analytics. Instrumental in building and strengthening professional relationships with at all levels. Thrive in challenging and deadline-driven environments.

Areas of Expertise

- Marketing Operations
- Project Lifecycle Management
- Client Experience Improvement
- Strategic Planning & Analysis
- Communications Management
- Team Leadership & Training
- Search Engine Optimization (SEO)
- Campaign Planning & Scheduling
- Digital Marketing
- Budgeting & Forecasting
- Problem Resolution
- Social Media Management

Career Experience

mPharma, Nigeria

2020 – Present

Global Marketing Manager, Primary Healthcare (2022 – Present)

Oversee development and implementation of marketing plans through print collaterals, direct mail, telemarketing, SMS, and digital communication. Strengthen trusted relationships with partner agencies, such as advertising, media, and marketing measurement platform partners. Manage execution of marketing activities, agency briefs, online direct response campaigns, direct mail, paid media targeting, creative development, and tracking/post analysis of campaigns. Update senior leadership on revenue, expense, and retention targets as well as deliver strategic marketing direction to senior internal clients at VP, AVP, and Director level in coordination with global and regional teams of clients. Collaborate with internal stakeholders, such as retail, creative team, business operations, and data teams to determine effective achievements of objects. Uncover potential trends and devise marketing strategies with data team.

- Promoted from Marketing Manager to Global Marketing Manager via stellar performance.
- Accomplished annual marketing objectives for primary care programs/services within time and budgetary constraints.
- Efficiently created demand at retail level with 2M+ patients visit in markets last years through quality services.
- Boosted revenue by 43% \$30M in 2022 from \$21M by implementing marketing strategies.
- Delivered exceptional support to pharmacy business to foster growth for over 70% of monthly revenue and attained growth from \$5M in revenue in 2021 to \$19M in 2022.
- Crafted product launch and expansion plans for telemedicine service opening with 120 mutti doctor offices and documented 100K+ patients visit in first year of operations.

Marketing Manager (2020 – 2022)

Supervised account-based marketing activities, creation, and execution of sales support material, such as all print and digital assets. Monitored end-to-end implementation of marketing programs to determine on time delivery within budgetary constraints. Coordinated quarterly community health programs locally.

- Carried out sourcing and onboarding of 57+ pharmacies, hospitals, and clinics into network within one year in collaboration with sales team.
- Rolled out and improved customer subscription base from 8K to 97K+ members within two years through quality services.
- Introduced company's first social media channels and developed community of 20K+ followers on Instagram, Facebook, and twitter within year.
- Improved customer success, generated leads, and boosted sales by 80%+ in first year by spearheading designing and deployment of CRM software.
- Coordinated revenue targets for QualityRx business from \$0 to \$8M in ARR in two years as well as increased patient subscription base from 9934 members to 125K members.
- Established and launched Mutti Pharmacy brand for pharmacies to join QualityRx program.
- Initiated QualityRx program to PPMV'S across Nigeria with Gates Foundation under GoodHealth Shop brand, resulting in 117% YoY revenue.

Established integrated marketing campaigns to enhance brand awareness for pharmacy service programs and manage traffic to retail stores. Directed execution of communication campaigns and orchestrated external/corporate events as well as maintain brand consistency and store look at feel nationwide. Collaborated with advertising agencies, drafted briefs, and creative directions aligned with business objectives. Interacted with national/international vendors to design innovative sales promotions to foster demand as well as monitored introduction of regional/national thematic and tactical campaigns with retail teams. Conducted data analysis to deliver business insights on trending categories across health and business industry.

- Promoted from Digital Marketing Manager to Marketing and Communications Manager through exceptional performance.
- Developed and rolled out HealthPlus and CasaBella first E-commerce websites as well as formulated company's first CRM on iVend and SAGE ERP.
- Increased customer database by 250% at 350K+ customers on Loyalty program within two years.
- Acquired company's first funding \$5M from IFC with all stakeholders to organise central distribution centre in Lagos and expand combined retail business network from 38 to 120 stores within next three years.

Digital Marketing Manager (2016 – 2018)

Developed campaigns on Facebook, Instagram, Twitter, and Google ad network as well as monitored launch of campaigns to accomplish defined objectives within budget. Established conversion tracking and remarking to improve repeat purchase and customer retention. Crafted weekly/monthly reports in coordination with external agencies to assess campaign results. Analysed website analytics and created actionable tasks for improvement.

- Boosted sales and service adoption by 46% post campaign by delivering quality services.
- Efficiently rolled out company's first social pages and built community to 20K+ within 18 months via content marketing.
- Attained SEO ranking for website to position as number one on Google search for Pharmacy in Nigeria.

Field Marketing Officer (2014 – 2016)

Scheduled and implemented field marketing campaigns in multiple regions in compliance with annual marketing plan. Maintained all brand and marketing collateral as well as planned and orchestrated numerous corporate events, such as seminars, webinars, conferences, trade shows, and product launches. Fostered professional relationships with key community stakeholders and institutions to increase brand awareness and affinity.

- Completed complex retail expansion projects with cross functional teams, including store branding and branch activation for 80+ retail outlets across 11 states.
- Developed and implemented an instore and online advert placement that generated an average of \$20,000 monthly for retail business.

Additional Experience

Public Relations and Communications Intern, Chevron Limited, Nigeria (2011 – 2013)

Education & Credentials

Diploma in Professional Marketing | 2019
Chartered Institute of Marketing, UK

Digital Marketing Specialisation | 2017
University of Illinois Urbana-Champaign, USA

Bachelors of Science in Political Science and International Relations | 2010
Crawford University, Nigeria

Certifications

Google Certification in Digital Marketing, Google Digital Garage Certification | 2018