

SEUN KAYODE

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MARKETING MANAGEMENT SPECIALIST

PROFESSIONAL SUMMARY

Versatile and data-driven Marketing Specialist with strong expertise in digital strategy, brand storytelling, and omni-channel campaign execution. Experienced in leading cross-functional marketing teams, analyzing performance metrics, and driving customer acquisition through SEO, content marketing, and paid media. Demonstrated ability to boost engagement, generate qualified leads, and increase ROI across B2B and B2C segments. Proven knowledge of Google Analytics, social platforms, CRM tools, and conversion optimization techniques. Passionate about helping brands grow and connect authentically with their audiences.

CORE SKILLS & EXPERTISE

- **Strategic Campaign Planning:** Designed and executed digital campaigns across multiple channels, ensuring alignment with brand objectives and supporting overall marketing strategies.
- **Content & Social Media Strategy:** Managed editorial calendars and produced tailored content for Instagram, LinkedIn, and blogs, ensuring message consistency and audience relevance across platforms.
- **Email & Lead Generation:** Created segmented email campaigns and personalized marketing flows to engage prospects, improve communication, and support lead-nurturing efforts.
- **Search & Performance Marketing:** Optimized on-page SEO elements and coordinated search marketing efforts to improve content visibility and drive qualified traffic.
- **Analytics & Reporting:** Developed and maintained campaign dashboards using Google Analytics and Meta Insights to monitor engagement, track KPIs, and inform strategic adjustments.
- **Brand Management:** Oversaw content tone and visual identity across digital platforms, ensuring cohesive messaging and reinforcing brand positioning in all public-facing materials.
- **Team Collaboration & Leadership:** Worked cross-functionally with designers, developers, and sales teams to coordinate campaign timelines, align creative deliverables, and ensure smooth execution.

ACADEMIC SKILLS & PROJECT EXPERIENCE

- **Market Segmentation & Persona Development:** Created detailed consumer personas and segmented markets during Humber College capstone project to tailor campaign targeting.
- **Marketing Analytics Dashboards:** Built Excel and Google Sheets dashboards for traffic, bounce rates, and ROI tracking during college and client projects.
- **Search Engine Optimization (SEO):** Applied on-page and off-page SEO techniques in academic and internship campaigns, resulting in improved SERP rankings.
- **Media Production:** Produced short-form video content using Premiere Pro and Canva for mock social ad campaigns with 50% peer-rated engagement improvement.

WORK EXPERIENCE

CONTENT MARKETING ASSOCIATE / SOCIAL MEDIA MANAGER 09/2024 to Date

Lifemark Health Group – North York, ON

- Planned and executed content calendars across LinkedIn, Facebook, and Instagram, increasing monthly follower growth by 35%.
- Created original content including blog articles, social posts, and health-related newsletters to promote services and boost community engagement.
- Improved web content clarity and SEO structure, leading to a 22% increase in organic traffic.
- Monitored engagement metrics and optimized timing, tone, and topics based on audience insights from Meta Business Suite.

MARKET RESEARCH ANALYST 01/2023 to Date

Reisty App – Lagos, Nigeria (Remote)

- Conducted in-depth market research to assess alignment with Lagos' nightlife and dining trends; informed product-market fit for app features and launch.
- Analyzed user feedback, conducted surveys, and delivered actionable insights that guided UI/UX enhancements and marketing messages.
- Collaborated with cross-functional teams to develop go-to-market strategies, supporting a 30% growth in user base in targeted regions.
- Supported brand storytelling and promotional campaigns during launch periods.

STUDENT VICE PRESIDENT / DIGITAL MARKETING SPECIALIST 01/2020 to 12/2021

AIIESEC Nigeria – Abeokuta Chapter, Nigeria

- Spearheaded digital marketing initiatives to increase awareness and applications for global exchange programs by 50%.
- Oversaw social media strategy, doubling monthly reach and improving click-through rate by 25%.
- Designed and ran email automation workflows, contributing to a 35% improvement in follow-up engagement.
- Provided digital training for new volunteers and created marketing playbooks to ensure team-wide content alignment.

TEAM LEAD, MARKETING AND COMMUNICATIONS 01/2019 to 12/2019

AIIESEC Nigeria – Abeokuta Chapter, Nigeria

- Executed social media campaigns that increased event attendance and student participation by 40%.
- Built internal communication templates and lead nurturing funnels for campus-based lead generation.
- Measured and reported on campaign performance using basic analytics tools, enabling data-informed adjustments.

EDUCATION

Ontario Graduate Certificate in Marketing Management	2024
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Humber College, Toronto, ON

Bachelor of Science in Agriculture	2021
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Federal University of Agriculture, Abeokuta, NG

Higher National Diploma in Marketing	2015
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Lagos State Polytechnic, Lagos, NG

CERTIFICATIONS & MEMBERSHIP

- **Sales Force Operation Professional Certificate**
- **Data Analytics Certificate**
- **Digital Marketing and E-commerce Certification (Coursera)**
- **TCP2 Certification – LinkedIn Learning**
- **UN Global Compact: Advancing Decent Work in Business – LinkedIn Learning**
- **Introduction to Graphic Design Concepts – LinkedIn Learning**
- **Premiere Pro for Social Media Content – LinkedIn Learning**

REFERENCES

Available upon request