



Philip Ajao

Digital Marketing Manager/Brand Strategist

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Portfolio: <https://philipajao.com/portfolio/>

PROFESSIONAL SUMMARY

I've spent the last 6 years helping brands grow — from startups to established companies — by turning ideas into campaigns that connect, convert, and deliver results. Whether as in-house professional or as a consultant, I bring a rare mix of strategy, creativity, and execution —backed by data. My approach is simple: **understand the audience, craft the story and drive measurable growth.**

SKILLS AND DIGITAL TOOLS

Copywriting & Content	ChatGPT	Claude	Copy.ai	Grammarly	Hemingway Editor	CoSchedule Headline Analyzer	
SEO Optimization	SEMrush	Ahrefs	Ubersuggest	Google Trends	Google Keyword Planner	Google Analytics	Keywords Everywhere
Web Design	WordPress	HTML5	CSS3	Figma			
Graphics & Visual Design	Adobe Photoshop	Adobe Illustrator	Canva	Figma	Adobe Express		
Email Marketing & Automation	Mailchimp	SendIn Blu	HubSpot	Klaviyo			
Social Media Management & Analytics	Meta Business Suite	Metricool	Hootsuite	Buffer	Sprout Social		
Video Editing & Content Production	CapCut	Camtasia	OBS Studio	VEED	Descript	Captions AI	
Performance Marketing (SEM & Paid Ads)	Google Ads	Meta Ads Manager	TikTok Ads Manager	Meta Ads Library	Adbeat	LinkedIn Campaign Manager	

PROFESSIONAL EXPERIENCE

Digital Marketing Manager/ Growth Lead | Savingsbox | FinTech

Nov. 2025 – Till date

- Led end-to-end digital marketing strategies to drive user acquisition, activation, and retention across Savingsbox products
- Managed and optimized multi-channel campaigns (paid ads, content, email, and social media) to increase engagement, conversions, and brand visibility.
- Designed customer journey funnels and implemented analytics/event tracking to improve user experience and boost activation rates.

Brand Manager | Interior Woodwork Ltd.

May, 2025 – Nov. 2025

- Led branding and digital marketing efforts, ensuring consistent brand identity and messaging across web, social media, and offline channels.
- Directed the creation of high-quality visual assets (graphics, video, and print) for campaigns and marketing materials.
- Developed and executed marketing strategies, collaborating with management and sales teams to drive campaigns, generate leads, and improve conversions.

Digital Marketing/Social Media Manager | Kreeks & Krooks Lounge

Dec. 2022 – Apr. 2025

- Led the creation of visual and multimedia content (graphics, videos, print) to ensure consistent brand identity across digital and offline platforms.
- Spearheaded and executed marketing campaigns and social media initiatives to boost brand awareness, engagement, and customer experience.
- Collaborated with senior management to deliver data-driven marketing strategies, generating leads and optimizing campaign performance.

Digital Marketing Manager | OPPEIN

Aug. 2022 – Apr. 2025

- Created compelling content (Blogposts, Videos and Graphics) to enhance digital marketing initiatives, driver engagement and sales.
- Ran a couple of Ad Campaigns for growing brand awareness and recognition which eventually led to sales of several luxury furniture products
- Collaborated with cross-functional teams of Architects and independent marketers to ensure the realization of our marketing goals.

Digital Marketing Specialist | Pre-diagnosis International

Jan. 2022 – Jul. 2022

- Coordinated several health-related digital marketing campaigns for the tele-health company resulting in 5K+ Leads for the tele-health platform.
- Designed and optimized Sales pages, landing pages and all graphics used on digital marketing platforms (websites, landing pages and social media)
- Assisted in other IT support related tasks required by the management

Digital Marketing Officer | Experiencing Naija

Aug. 2020 – Dec. 2021

- Grew the YouTube Page to monetization from 29 to 1,600 Subscribers with over 6K Watch hours within 3 months.
- Designed the company website, landing pages and all other graphics for digital platforms.
- Ran Paid Ads (Facebook and Instagram) for clients to increase sales and brand exposure.
- Secured over 10 high caliber partnerships for the organization in the local tourism industry.

EDUCATION (few of my recent learnings)

- Marketing Analytics | Future Learn
- Email Marketing Certification | HubSpot
- Content Marketing Foundations | LinkedIn Learning

- Digital Marketing Masterclass | Udemy
- Complete WordPress Course | Udemy
- How to make a professional WordPress Website | Udemy
- Google Digital Skills for Africa | Google
- Online Marketing Fundamentals | e-Marketing Institute
- B.Sc. Geology (Second Class Upper) | Ekiti State University

AWARDS AND CERTIFICATIONS

Content Marketing Foundations | LinkedIn Learning

The Fundamentals of Digital Marketing | Google

Online Marketing Fundamentals | e-Marketing Institute

Most dedicated member, Service Delivery Group | NYSC

Award of Excellence by Oyo State | Bible Society of Nigeria