

GBOLAGADE A. ISHOLA

LONDON, UK | | +447423035350 | | GBOLAGADE.ISHOLA@OUTLOOK.COM | | GBOLAGADE.COM
<https://www.linkedin.com/in/ishola-gbolagade/>

CONTENT MANAGEMENT • DIGITAL MARKETING • MARKETING ANALYTICS

Data-driven Digital Marketer with over a decade of experience in driving successful strategies that drive brand growth and maximize ROI. Adept at leveraging data-driven insights, creative thinking, and cutting-edge tools to develop and execute successful digital campaigns, producing insightful reports and documentation. Furthermore, bringing experience in servicing more than 20 small-medium scale businesses through impactful digital marketing strategies. Committed to staying at the forefront of industry trends and continuously improving results.

Signature Strengths:

Social Media Management • Email Marketing • Pay-Per-Click Advertising (PPC) • Automation • E-commerce Marketing • Competitor Analysis • Data Analytics • Content Strategy • Multichannel Marketing • Customer Relationship Management (CRM) • A/B Testing • Conversion Rate Optimization (CRO) • Marketing Analytics • Content Management Systems (CMS) • Content Marketing • Project Management • Writing & Editing • Search Engine Optimization (SEO) • Influencer Marketing • Affiliate Marketing • Social Media Advertising • Funnel Development • Remarketing/Retargeting • Budget Management • Compliance and Regulations (GDPR) • Market Research and Analysis • Predictive Analytics • Chatbot Marketing • Voice Search Optimization • Creative & Analytical Abilities • Visualization • Reports & Documentation • Excellent Communication

PROFESSIONAL EXPERIENCE

Top Choice Digital LTD. (Digital Marketing Executive – Content)

2019-2023

Overview: Managed a team of 5 on content development strategies for 24 small-medium scale e-commerce businesses.

- Led to over 60% increase in website traffic, a 50% boost in lead generation (mostly organically, utilizing SEO, SMM Techniques amongst others), resulting in over 40% increase in combined sales per month.
- Developed content plans, leading to a 60% improvement in search rankings and a 30% increase in revenue.
- Collaborated with teammates to create and launch successful marketing campaigns, resulting in a 35% increase in brand awareness, 20% improvement in content quality and accuracy through guidance and feedback.
- Conducted in-depth market research and competitor analysis, providing actionable insights that guided strategies.

Skibi Global Exchange (Junior Digital Marketing Manager)

2018-2019

Overview: Initially, hired as the mobile/web apps developer, went on to orchestrated targeted digital marketing campaigns leading to the successful launching of the Crypto Platform.

- Effectively managed a monthly advertising budget of \$5,000, consistently exceeding ROI targets by adjusting ad spend based on real-time analytics and data-driven strategies.
- Led an SEO initiative that achieved a 50% improvement in keyword rankings, increasing organic search traffic and reducing dependence on paid advertising.
- Boosted social media engagement by 40% through data-driven content strategies and audience segmentation, resulting in enhanced brand visibility and customer interactions.

Agmart - Classified Ads Services (Developer)

2018-2017

Overview: Developed and launched web and mobile apps, meeting all milestones and deadlines with a 99% success rate.

- Employed the use of HTML and PHP frameworks for programming cross-platform interfaces leading to smooth onboarding over 10,000 users in the first week of launching.
- Implemented security measures and conducted regular vulnerability assessments, ensuring data integrity and achieving a 99% record of data breach prevention.

OTHER EXPERIENCES

Freelance PPC Campaign Specialist - Achieved an average ROI increase of 120% for various clients by optimizing. **2018-2021**

Trending NG Media - Self-built platform to curate online trends social media serving thousands of users daily **2017-2020**

EDUCATION & CERTIFICATION

Master of Science (Digital Marketing), 2022-2023 (Distinction - Projection)

Analytics, Consumer Psychology, Branding, Creativity, Trends and Tactics, AI-Automation, Strategy and Communications
Middlesex University, London

Google Data Analytics Professional Certificate (2023) - 100% Grades

TECHNICAL ACUMEN

AI, Storyline 360, Google Spreadsheet & Docs, PPC, SEO, SEM, HTML, CSS, Medium, WordPress, Joomla, Microsoft Office, Adobe Creative Suite, Canva, Google Analytics, Elucidat, HubSpot, Ahrefs, SEMrush, Hotjar, Typeform, Grammarly, Yoast, Google Adwords, Hootsuite, Monday.com, Asana, Screaming Frog, Google Keyword Planner, Articulate 360 suite, Camtasia, Mailchimp, Campaign Monitor, Sprout Social, Drupal, Shopify, WooCommerce, Vimeo, Salesforce, Zoho, Marketo, ActiveCampaign, Tableau, Power BI, Google Data Studio, Trello, Optimizely, Facebook Ads Manager, LinkedIn Advertising, Twitter Ads, SurveyMonkey, Qualtrics, BuzzSumo, Google Trends, SpyFu, SimilarWeb