

Yosola Oke

PROFILE

Professional brand and advertising account manager with over 4 years of experience. Skilled in brand and sponsorship advertising, account management, social media strategies, SEO, web design, and event coordination. Launched a pilot campaign, *Wrap the Good*, which received over 10 media coverage articles and 4 million impressions online.

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SKILLS

- Account Management
- Strong Communication
- Problem-Solving
- Critical and Analytical Thinking
- Computer Literacy
- Project Management Tools
- Web Design
- Design Thinking

EDUCATION

Graduate Certificate in MARKETING MANAGEMENT <i>Sheridan College</i>	2021
Honors Bachelor of Arts in COMMUNICATION, CULTURE, INFORMATION & TECHNOLOGY <i>University of Toronto Mississauga</i>	2017
Certificate in DIGITAL COMMUNICATION <i>Sheridan College</i>	2017

PROFESSIONAL EXPERIENCE

E-COMMERCE COORDINATOR

MOSAIC/DIGITAL MAIN STREET

Feb 2022 - Present

- Collaborate with 10-15 Albertan small businesses a month to create an E-Commerce website, write and edit online content, and provide marketing and promotional help.
- Provide support in other areas of media marketing, email marketing, SEO, Google My Business, Facebook ads, and website UX.
- Set standards, systems, and best practices for new product listings, content creation, distribution, and maintenance.
- Serve as the lead point of contact for all customer account management matters while also ensuring the timely and successful delivery of solutions according to customer needs and objectives.

BRAND ADVERTISING COORDINATOR

BANK OF MONTREAL

Sep 2021 - Feb 2022

- Develop and present marketing creative briefs, campaign recap decks, internal web content, presentations and sales aids.
- Collaborate with the media buying agency to utilize the budget in campaigns to bring higher consumer reach; this could mean allocating more budget to one media stream over another.
- Foster collaborative relationships with internal and external stakeholders for the execution of multi-brand activations and/or product pilots.
- Launched a pilot campaign, *Wrap the Good*, which is a custom recyclable wrapping paper that doubles as ad space for women-owned small businesses. The campaign received significant engagement from internal and external stakeholders with over 10 media coverage articles and 4 million impressions online.

CUSTOMER EXPERIENCE ASSOCIATE

TD BANK

Nov 2020 - Aug 2021

- Performed routine bank telling tasks, including cash withdrawals, deposits and transfers, certifying cheques, issuing bank drafts, cashing cheques, and receiving bill and loan payments.
- Provided bespoke services to clients by building relationships, providing personalized financial recommendations, referring customers to Financial Advisors and setting up follow-up appointments.

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MARKETING CONSULTANT

ADUN DESIGNS

Jan 2020 - Present

- Provide marketing and event planning services to small businesses in the Greater Toronto Area. Planned and coordinated successful activation events with 200+ attendees.
- Plan and execute all web campaigns, email marketing, Pay-Per-Click marketing, and media campaigns; increased overall store conversion rate to 4.68% in the first quarter and increased customer return rate by 42.31%.
- Establish and maintained social media strategy, increasing Facebook and Instagram engagement by 744% in the first quarter.
- Create and implement strategic social media marketing strategies by successfully improving search engine optimization (SEO) and targeting email campaigns.

BRAND/COUNTER MANAGER

Holt Renfrew

Jan 2018 - Jan 2021

- Met and exceeded monthly sales target for eyewear brands by 174% in the first month as Brand Manager.
- Generate monthly, quarterly, seasonal, and yearly financial reports while also highlighting the marketing analysis of individual brands in the report.
- Maintaining and growing the relationship with a team of vendors to help drive sales and create incentives where necessary to enhance incremental growth of the brands.
- Coordinate and assist in the organization of store-wide internal and external events and marketing activations.
- Communicate with vendors, sponsors, high-value clients, and mall property managements to retain customer loyalty and ensure successful event organization.

EXPERTISE



Google Analytics



Microsoft Office
Google Suite



Pay-per-Click
Marketing



Facebook Ads



Design Tools:

Illustrator
InDesign
Photoshop
Canva



Web Design:

Shopify
Wix
WordPress
Squarespace
Bookmark
Square



Email Marketing:

MailChimp
Smart Mail
Shopify Mail



CRM & Project Management:

Salesforce
Hootsuite
Hubspot
Asana