EBENEZER OLAYINKA DADA

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View Portfolio | *Open to remote opportunities* | *EST/PST time zone overlap available*

PROFESSIONAL SUMMARY

Growth Marketing Leader who builds full-funnel demand systems for B2B clients and personal brands. Combines paid media (Meta, Google, LinkedIn, TikTok), multi-platform content, and CRM/email automation to turn spend and content into qualified leads, not vanity metrics. Recent results: 53% month-over-month LinkedIn impression growth, a 239-subscriber newsletter in three months, and a 45% lift in qualified leads for agency clients.

PROFESSIONAL EXPERIENCE

Personal Branding & Growth Strategist (Contract)
June 2026 – Present

Confidential Client: Cybersecurity Executive, Author & Nonprofit Board Member | Remote

- **Full-Funnel Personal Brand Management:** Own end-to-end content strategy and execution across LinkedIn, Instagram, and Substack for a cybersecurity executive, published author, and nonprofit board member, including newsletter production, custom HTML email design, email automation (MailerLite), and all video editing.
- **Brand Repositioning Leadership:** Led a full brand repositioning following a strategic advisor review, rebuilding the client's positioning architecture around four core themes read through a unifying professional lens, and rewriting the entire LinkedIn and Instagram content systems to match.
- **Organic Growth Acceleration:** Grew LinkedIn post impressions 53% month-over-month (6,027 to 9,199) and drove 945 new followers across the first two months, exceeding the Month 1 follower target (50–100) by more than 4x.
- **Multi-Platform Expansion:** Launched a new Instagram content pillar from zero, producing 17 scripted videos in a single four-week reporting period that generated 38,700+ impressions, 21,000+ reach, and 1,400+ engagements, alongside 21 LinkedIn posts delivering 11,001 impressions and a 5.6% engagement rate in the same window.
- **Conversion Analytics & Channel Strategy:** Built a cross-platform performance reporting system that surfaced Instagram converting new followers to book sales at over 20x LinkedIn's rate, directly reshaping content and CTA allocation across both channels.
- **Newsletter & List Building:** Grew a weekly newsletter to 239 subscribers within the first three months, alongside 93 collected email addresses and 104 webinar registrations supporting a book launch funnel.
- **Live Event & Lead Automation:** Designed and launched a cross-platform mental-health-focused webinar campaign (LinkedIn, Instagram, and email) with a full multi-touchpoint promotional sequence, alongside a 25-day daily-content challenge on Instagram; implemented comment-trigger and DM-sequence workflows to qualify inbound interest and route warm leads toward book sales without manual tracking.

Fractional Head of Marketing (Contract)
February 2026 – May 2026

Thrve Partners | Lagos, Nigeria

- **Strategic Pipeline Architecture:** Directed a Q2 marketing strategy pivot, shifting organizational focus from general brand awareness to targeted, data-driven lead generation for B2B clients under the unified “Thrve Way” framework.
- **Multi-Industry Portfolio Management:** Engineered end-to-end 30-to-90-day content breakdowns and full-funnel strategies across a diverse client roster, driving growth for legal firms and B2B tech platforms.
- **Cross-Functional Leadership:** Led marketing operations in close alignment with agency founders and directly managed an Associate Marketing Manager to ensure seamless execution of client deliverables and internal agency growth.
- **Cross-Border Paid Media:** Designed pre-launch and post-launch sales funnels for a book campaign, managing highly targeted Meta Ads across the United States and Nigeria to maximize reach, impressions, and Cost Per Acquisition (CPA).
- **Revenue & Lead Growth:** Expanded digital advertising budget allocation for clients across programmatic and paid social channels by 120% over 4 weeks, driving a 45% uplift in qualified lead generation.
- **Marketing Automation:** Integrated advanced workflow automations, leveraging deep-link CRM routing and ManyChat sequences, to eliminate manual data entry, streamline prospect onboarding, and ensure consent-compliant lead capture throughout.

Marketing Strategist (Contract)
May 2025 – October 2025

POB Community | Remote

- **Conversion Rate Optimization:** Drove 200+ event sign-ups in under 8 weeks by running A/B tests on key conversion elements, optimizing landing page architecture, and reducing front-end friction.
- **Campaign Leadership:** Spearheaded the “Heroes of Our Future” campaign, establishing the NGO's voice and driving immediate community trust through localized storytelling.
- **Digital Footprint Expansion:** Built and managed a structured LinkedIn content calendar informed by platform analytics, generating 50,000+ total impressions and 30,000+ in organic reach within the campaign period.
- **Visual Storytelling:** Produced 2 signature video essays and 60+ graphic assets visualizing the “Lagos Street Narrative”.

Freelance Marketing Consultant **January 2025 – April 2025**
Independent | Remote

- Provided freelance growth marketing consultancy to early-stage clients while undertaking structured skill development in marketing automation, CRM architecture (Zoho), and advanced paid media strategy across Google and Meta platforms.

Marketing Director **June 2023 – December 2024**
Dethwench Professional Services | Lagos, Nigeria

- **High-Ticket Funnel Creation:** Built a webinar sales funnel targeting Public Health professionals, consistently generating 10–20 qualified leads per month for a high-ticket data science training program.
- **B2B Brand Positioning:** Repositioned brand content to bridge technical data analysis and public health, resulting in 600+ new LinkedIn followers within 7 months.
- **Asset Production:** Directed the production of 50+ educational assets engineered to nurture leads through the middle of the funnel.

PERSONAL PROJECTS & DIGITAL ASSETS

Content Creator & Channel Manager **January 2025 – Present**
ElRoi YouTube Channel | Independent

- Launched a niche animation channel, managing scriptwriting, SEO optimization, and organic distribution, achieving 500+ views within 72 hours across 4 YouTube Shorts at launch.

TECHNICAL SKILLS

- **Growth & Analytics:** Meta Ads Manager, Google Ads, LinkedIn Campaign Manager, TikTok Ads Manager, LinkedIn Analytics, Google Analytics, Google Data Studio, SEO Optimization
- **Automation & CRM:** Zoho CRM, ManyChat Sequences, Deep Link Routing, Automated DM Triggers, Pipeline Management
- **Email Marketing:** MailerLite
- **Project Management:** Notion
- **Creative Production:** Video Direction, Scriptwriting, Canva, Kdenlive, CapCut, HTML/CSS, Pixlr

EDUCATION

BSc Computer Science, In Progress **Started 2026**
University of the People | Online

Pursuing alongside a professional marketing career

CERTIFICATIONS

- Foundations of Cybersecurity: Google Career Certificate (2024)
- Virtual Assistance Certification: ALX Africa (June – August 2022)
- Frontend Web Development: W3Schools (2022)