TEMITAYO AWOSANYA

Digital Marketing Manager | Growth Marketing Strategist | SEO & Paid Ads Specialist | Digital Marketing Lecturer
Ibadan, Oyo State, Nigeria | 0803 395 0880 | temitayo.awosanya@gmail.com | Portfolio: https://portfolio.temitayoawosanya.com.ng

PROFESSIONAL SUMMARY

Digital Marketing Manager, Growth Strategist, and Digital Marketing Lecturer with over 10 years of combined experience in digital marketing, WordPress website development, SEO, paid advertising, content marketing, social media strategy, lead generation, business development, and practical marketing training. Experienced across agriculture, real estate, travel, technology, education, and professional services, with a strong ability to build online visibility, improve brand credibility, attract qualified leads, and teach digital marketing concepts in a clear, practical, results-focused way.

KEY ACHIEVEMENTS

- Teach Digital Marketing at Cirvee, helping learners understand SEO, paid advertising, content marketing, social media strategy, analytics, and campaign planning through practical instruction.
- Developed and managed digital marketing strategies across agriculture, real estate, travel, technology, education, and professional services sectors.
- Planned and executed multi-channel campaigns covering social media, content marketing, SEO, paid advertising, lead generation, and brand visibility.
- Designed and optimized WordPress websites to improve brand credibility, user experience, online visibility, lead capture, and conversion readiness.
- Combined marketing strategy, website design, analytics, teaching, and business development experience to help brands and learners achieve practical digital growth.

CORE COMPETENCIES

Marketing Strategy	Growth Marketing | Digital Campaign Management | Brand Visibility | Audience Growth | Lead Generation
Paid & Performance Marketing	Meta Ads | Google Ads | Campaign Optimization | Conversion Optimization | Retargeting Concepts
SEO & Content	On-Page SEO | Keyword Research | Content Marketing | Blog Strategy | Social Media Content Planning
Website & Digital Assets	WordPress Website Development | Landing Pages | Page Revamp | User Experience Improvement
Training & Facilitation	Digital Marketing Training | Lesson Delivery | Practical Demonstrations | Student Guidance
Analytics & Tools	Google Analytics | Meta Ads Manager | Canva | Mailchimp | Brevo | Microsoft Office | AI Marketing Tools
Leadership & Business	Team Coordination | Client Relationship Management | Proposal Writing | Business Development

PROFESSIONAL EXPERIENCE

Digital Marketing Manager - Dominion Integrated Farms Ltd | **2024 - Present**

- Lead digital marketing strategy across social media, content marketing, SEO, paid campaigns, and lead generation to improve brand visibility and customer acquisition.
- Plan campaign themes, content calendars, promotional messages, and creative direction in line with business growth goals.
- Coordinate content creation and campaign execution across digital channels, using performance data to improve targeting, messaging, and engagement.
- Use Meta Ads Manager, Google Ads, WordPress, Canva, analytics platforms, and AI marketing tools to support campaign delivery and optimization.

Part-Time Lecturer - Digital Marketing - Cirvee | **2025 - Present**

- Teach Digital Marketing to learners, covering practical topics such as SEO, social media strategy, content marketing, paid advertising, email marketing, analytics, and campaign planning.
- Prepare class materials, lesson notes, examples, demonstrations, and exercises that simplify digital marketing concepts for student understanding.
- Guide students in applying marketing tools, content calendars, campaign structures, audience targeting, and platform-specific digital strategies.
- Support learner development by connecting classroom teaching with real-world campaign execution, brand visibility, and lead-generation practice.

Freelance Website Designer & Digital Marketing Consultant | **2013 - Present**

- Design and develop WordPress websites for businesses, organizations, and service-based brands, with focus on clean structure, mobile usability, credibility, and lead capture.
- Provide digital marketing consulting covering website improvement, SEO basics, content planning, page revamp, social media presence, and customer acquisition strategy.
- Create landing pages, business profiles, service pages, and digital assets that support campaigns, inquiries, and online conversion goals.
- Combine website design, content strategy, and digital marketing knowledge to help clients move from basic online presence to structured growth-focused visibility.

Digital Marketing Manager - TBIL Property (Remote, Part-Time) | **2022 - 2024**

- Planned and executed multi-channel marketing campaigns to promote property offers, strengthen online visibility, and support lead generation.

- Managed social media content strategy, publishing structure, engagement direction, and brand messaging across digital platforms.
- Implemented SEO improvements for online content and website pages to increase organic visibility and improve search relevance.
- Collaborated with creative teams to produce marketing assets, campaign visuals, property-focused content, and promotional materials.

Social Media Manager - Tripnow Travels and Tour | 2022 - 2023

- Managed social media platforms, content calendars, promotional posts, and campaign communication for travel-related offers.
- Created and coordinated content to promote travel packages, destination offers, and customer acquisition campaigns.
- Supported audience engagement and lead generation through consistent posting, offer communication, and social media campaign support.

Manager / Business Development Executive - Gleads Global Company | 2012 - 2020

- Led business development activities, client relationship management, and opportunity identification to support company revenue growth.
- Prepared technical and commercial proposals for prospects, helping the company secure business opportunities and improve client acquisition efforts.
- Managed client communication, follow-ups, and relationship-building activities across business development processes.

SELECTED PROJECTS & PORTFOLIO

- Portfolio: https://portfolio.temitayoawosanya.com.ng/
- WordPress website design and redesign for businesses and organizations needing stronger online credibility and lead-generation structure.
- Digital campaign planning, page revamp, SEO improvement, and promotional campaign support for brands in agriculture, real estate, travel, technology, education, and professional services.
- Digital marketing training support, practical classroom demonstrations, and learner guidance for students developing campaign plans and content strategies.

EDUCATION & CERTIFICATIONS

- B.Tech, Electronics/Electrical Engineering - Ladoke Akintola University of Technology
- Digital Marketing Certificate - IDesign Pro Academy
- Travel Agency Management Certificate - Slint Institute of Aviation