Tolulope Bankole

Marketing Officer: Digital & Brand

+234 816 777 8899 | tolu.bankole@email.com | Lagos, Nigeria | linkedin.com/in/tolubankole | tolubankole.com

SKILLS

› Digital marketing
› Meta Ads
› Google Ads
› Content creation
› Brand activations
› GA4
› Market research

CERTIFICATIONS

Google Ads Search Certification
Google, 2024

LANGUAGES

English (Fluent)
Yoruba (Native)

PROFESSIONAL SUMMARY

Marketing officer with 4 years in FMCG and fintech. Plans and runs digital and on-ground campaigns, grew social followers 3× in a year, and generated 12,000 qualified leads at a 35% lower cost per lead.

WORK EXPERIENCE

Marketing Officer Mar 2023 – Present
NairaFlow Payments, Lagos

› Run Meta and Google Ads campaigns with a ¦15M quarterly budget, cutting cost per lead by 35%
› Grew Instagram and TikTok followers from 40,000 to 125,000 in 12 months
› Planned 6 campus activations that brought 8,000 new app sign-ups
› Report weekly on GA4 and campaign dashboards

Brand Assistant Jan 2021 – Feb 2023
SunCrest Foods, Lagos

› Coordinated supermarket activations in 25 stores across Lagos and Abuja
› Wrote product content and managed influencer partnerships

EDUCATION

B.Sc. Marketing, Second Class Upper 2015 – 2019
University of Lagos

› NYSC: 2020, Ogun State