

MIKHAIL ADETUNJI

G R O W T H M A R K E T E R

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EDUCATION

MSc Digital Marketing & Data Analytics
Grenoble Ecole de Management

09/2024 - 07/2026

Paris, France

Bachelor of Laws, LLB Law with
Business

Nottingham Trent University

09/2019 - 06/2022

Nottingham, England

Grade: Second Class First Division

COURSES / CERTIFICATES

- Data Analysis & Visualisation Foundation (IBM)
- Digital Marketing (Hubspot)
- Digital Marketing & E-Commerce (Google)
- Growth Hacking (Eazl)
- Marketing Analytics (Meta)
- SQL Basics (LearnSQL.com)

SKILLS & TOOLS

Client Management | Content Creation
Conversion Rate Optimisation | Data
Analytics | Email Marketing | Lead
Generation | Marketing Strategy | Sales
SEO / SEM | Social Media Marketing |
User Experience | Web Design

Excel | Figma | GA4 | Google Sheets |
Hotjar | Meta Ads | Salesforce |
SEMrush | SQL

ACHIEVEMENTS

Exceeding Goals

Successfully delivering results in every professional endeavour, regardless of the job, client, scope of work, or industry. I always strive to deliver beyond expectations and have consistently exceeded targets in my work.

VOLUNTEERING

Go Palestine

04/2024 - 05/2024

Hebron, West Bank

Spent 4 weeks in the West Bank, Palestine, volunteering with a team to teach English to refugees in camps; Helping to increase educational and employment opportunity for both children and adults negatively impacted by the war.

In addition to teaching, I actively participated in humanitarian efforts. This included visiting human rights organisations, understanding their unique challenges of raising awareness and appreciating the power of effective storytelling in driving social impact.

SUMMARY

Key Strengths:

- Data Driven Decision Making:** Proven ability to leverage analytics to optimise digital marketing campaigns, driving measurable results for numerous clients.
- Collaborative Leadership:** Experience coordinating cross-functional teams to develop and execute successful strategies, fostering a positive culture of contribution and innovation.
- Adaptable Problem Solver:** Ability to thrive in fast-paced environments, quickly adapting based on project demands and finding creative solutions to emerging challenges.

Looking to:

- Contribute to a purpose-driven organisation in a challenging role, where I can collaborate with passionate individuals to deliver extraordinary results.
- Leverage advanced digital marketing and analytical skills to drive impactful campaigns for non-profit organisations.
- Advance my overall skillset to progress into a growth marketing leadership role within the non-profit or social impact sectors.

EXPERIENCE

Founder & Director at VIDENDA - Web Design and SEM Agency

10/2023-07/2024

Remote

Launched and managed a marketing agency offering web design and SEM services for local businesses.

- I successfully acquired and nurtured partnerships with four local businesses, continuously enhancing their web design and SEM strategies.
- My role involved consistent engagement and consulting with each client, ensuring ongoing improvement and success. I would also analyse feedback and implement strategic adjustments based on each client's unique issues and objectives.
- Leading a team of skilled freelancers drastically improved my leadership and organisational skills. Our collaborative environment promoted continuous learning and innovation, resulting in consistent, high-quality results across projects.
- This experience deepened my insights into business needs and consumer behaviour, enhancing my creative thinking and strategic planning capabilities. It also fuelled my enthusiasm for driving business growth on a more intricate and global scale.

Digital Marketing Freelancer

07/2023-10/2023

Remote

Focused on developing social media content strategies aligned with the consumer funnel and buyer journey, in B2C contexts.

- Developed valuable skills in e-commerce marketing; designing and testing social media ads, optimising the customer journey for greater conversions as well as the importance of tracking performance metrics.
- Implemented an effective SEO keyword strategy that resulted in a remarkable 385% increase in organic traffic for a client within three months, translating to greater conversions.
- Gained foundational experience with Google Analytics, enabling a data-driven approach to marketing strategy
- This role helped me hone my organisational and problem-solving skills in digital marketing, providing a solid foundation for handling complex marketing challenges.

Co-Founder, Head of Brand & Growth at Tribals - Solana NFT Project

01/2023-07/2023

Remote

Led the branding and go-to-market strategy for an NFT project, directly contributing to its success.

- Managed all facets of digital presence, including graphic design, branding, and content creation, successfully cultivating a 20k+ community across various social media platforms.
- I conducted extensive market research to better understand our unique NFT clientele, which was instrumental in curating a targeted and effective strategy. By keeping up to date with trends and prioritising community engagement, particularly on platforms such as X and Discord, the project remained at the forefront of a rapidly evolving market.
- Attending major Web3 conferences in key Asian cities like Tokyo, Singapore, Kuala Lumpur, Bangkok, and Bali enhanced the project's public relations through active networking and personal engagements. Attending these events enabled me to connect with industry experts and influencers, boosting the visibility and reputation of the project and playing a critical role in its success.
- This experience played a crucial role in enhancing my strategic and adaptability skills, requiring me to analyse real-time consumer behaviour and adjust campaign strategies accordingly.

Sales Development Representative at TAMI

08/2022-01/2023

London, England

Cold outbound prospecting for a B2B lead generation SaaS startup

- Displayed a strong ability to identify and nurture key decision-makers, including founders, CEOs, and directors.
- Excelled in consultative selling, employing a deep understanding of diverse client needs.
- I was distinguished as the only SDR during my tenure to successfully close a deal over £10k
- Developed a comprehensive understanding of the B2B buyer journey, learning to navigate complex business challenges and mastering the art of building lasting client relationships. Preparing me for advanced roles in business development and client strategy.