

MIKHAIL ADETUNJI

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BRAND STRATEGY & COMMUNICATION

Internship, 3-6 months, available from April 2025

PROFESSIONAL SUMMARY

Ambitious brand strategist with a strong foundation in developing innovative strategies that align with brand objectives and customer needs. Skilled in conducting market research to support informed decision-making and crafting client reports to deliver insights clearly. Demonstrated ability to lead cross-functional teams, collaborating with creatives to execute strategies and communicate brand narratives.

Core Competencies: Collaboration, Communication, Creativity, Market Research, Strategic Thinking

WORK EXPERIENCE

Founder, Project Manager *VIDENDA (Web Design & SEO Agency)* Oct 2023 - Jul 2024
Remote

Digital strategy and campaign management projects for four local businesses.

- Developed tailored strategies based on client objectives, effectively communicating their unique value to customers, increasing lead generation by 30% across all projects.
- Led a team of 3 freelancers across projects, managing client communication and performance reporting, for 100% client satisfaction.
- Leveraged analytics tools to make strategic adjustments, optimising campaigns for growth.

Co-Founder, Head of Brand & Growth *Tribals (Solana NFT Project)* Jan 2023 - Jul 2023
East Asia

Led a successful branding and marketing campaign for an NFT project.

- Developed the brand positioning strategy through extensive trend, consumer and competitor analysis, demonstrating a deep understanding of market research and brand strategy.
- Formed and oversaw the creative strategy of a diverse digital team, curating content across X, Discord, and Instagram, growing social media followers to over 20,000 in 3 months.
- Organised strategic partnerships, significantly impacting project success, driving £65,000 in sales.

Sales Development Representative *TAMI (Total Addressable Market Intel)* Jan 2023 - Jul 2023
London, England

Cold outbound prospecting for a B2B lead generation SaaS startup.

- Identified and engaged key decision-makers (CEOs, Directors), closing a £13,000 deal—the largest by an SDR during my tenure.
- Excelled in consultative selling, addressing client needs in lead generation, leading to tailored solutions and long-term relationships.

Other Experiences

- **Freelance Digital Marketing** - Content Creation, E-commerce Optimisation, Web & Graphic Design Jul 2023 - Oct 2023

EDUCATION

MSc Digital Marketing & Data Analytics *Grenoble Ecole De Management* Sep 2024 - May 2026
Paris, France

- Courses in Brand Communication, Consumer Behaviour, Market Research, Marketing Psychology

Bachelor of Laws, LLB Law with Business *Nottingham Trent University* Sep 2019 - May 2022
Nottingham, England

SKILLS & CERTIFICATES

- Languages: English (Native), Arabic (Basic), French (Basic)
- Technical Skills: Adobe Premiere, Figma, Canva, Google Analytics, Microsoft Office, Salesforce, SQL
- Certifications: UOL Brand Management (2024), Google Digital Marketing & E-Commerce (2024), IBM Data Visualisation Foundation (2024), Meta Marketing Analytics (2024)

INTERESTS

- Hobbies: Boxing, Reading, Trail Running, Travel, Volunteering
- Volunteering: English Teaching | Go Palestine | Hebron, West Bank, Palestine | Apr 2024 - May 2024