

DOZIE ANYAEGBUNAM

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Summary

Brand Storytelling | Content Marketing | Digital Marketing | Digital Commerce

I am a CXL Institute certified Growth Marketer and an AWAI certified direct response copywriter with +8 years of work experience. I have also demonstrated a track record of developing PR strategies and brand stories that engage, inform, surprise, delight, and impact audiences, delivering on measurable business goals.

Work Experience

Influence & Brand Advocacy Manager | Diageo Apr. 2019 – Aug. 2020

- **A vital member of a dynamic team of 4** that worked together to unlock opportunities that helped the Johnnie Walker and Cîroc brands tap into everyday in-home occasions post -COVID with first of its kind initiatives that drove brand salience. These initiatives resulted in a 38.4% growth in sales and a 15% growth in engagement over six weeks.
- **I developed and executed** the full-year e-commerce strategy for the Diageo Nigeria business – eCommerce revenues grew by 170% year-on-year.
- **Led the successful partnership and integration process** with the top 3 D-comm platforms in Nigeria (Drinks.ng, Jumia Party & Konga),
- **Took advantage of the COVID lockdown** in Nigeria to grow eCommerce revenues for March-June by over 500% - by deploying attractive offers layered with incentives such as free delivery.
- **Designed and led the digital content strategy** that hit an organic reach of over 5 million within 24 hours and 22 million in 10 days of the Singleton Single Malt Whiskey launch in Nigeria.
- **Grew reach and earned media** for Gordons' Moringa Gin by 311% within one month by leveraging a partnership with Lagos Cocktail Week and targeted influencers.
- **I spearheaded the execution of the content and PR strategy** for Scotch, Cîroc, and Tanqueray, garnering earned media in the ratio of 1.7 of paid media spend.

- **I led the digital PR and content strategy** of the Cîroc Your December influencer campaign – this resulted in an 1800% increase in mentions and a 2900% increase in reach for the Cîroc brand.
- **I led the development and execution of the digital PR and influencer content strategy** for the Guinness Night Football campaign. In essence, this resulted in a 933% increase in mentions and a reach of 247M in five weeks.

Communications Lead | PEBEC-EBES, The Presidential Enabling Business Environment Council Secretariat Sept. 2017 – May 2018

- **Developed and launched a social media and PR campaign** (to celebrate Nigeria’s movement in the World Bank’s Ease of Doing Business rankings by 24 points) that included building PR cheat sheets for several Honorable Ministers, resulting in the ground-breaking record of 79,000 mentions within two weeks.
- **Developed a customized event-invite campaign** for Corporate Affairs Commission, which became viral across all social media platforms and led to an impressive overbooked Stakeholder forum within three days.
- **Fostered and enhanced strategic business partnerships** with key stakeholders by organizing bespoke events across North West, North East, South East, and South West regions in the country.
- **Handled creative communication scripts and speech writing** for the Vice President of The Federal Republic of Nigeria, and the Secretary, The Presidential Enabling Business Environment Council.
- **Established relationships with international and local journalists**, resulting in constant online and offline PR exposure for the reform efforts of the Secretariat, despite budget constraints.

Category Manager | Mall for Africa

Jun. 2017 – Aug. 2017

- **I grew sales of the sports and fitness category** by over 130% within three months through analytics-driven social media strategies.
- **Revamped content strategy** for the assigned category, driving up engagement by 200% within three weeks.

- **Oversaw the design and successful execution** of a geo-fenced billboard strategy based on a customer demographic study that drove category awareness by 22% within target demography and locations.

Growth and Marketing Lead | Trybe Lifestyle

Apr. 2016 – May 2017

- **Drove 37% quarter-on-quarter growth** using content marketing and Instagram.
- **Designed and launched** Valentine's Day campaign that led to a 300% increase in sales and a 20% day on day follower growth on Instagram.
- **Served as Project Lead** for website re-design, to overhaul site structure, layout, and content; new website incorporated significantly improved functionality and led to increased traffic.

Marketing Team Lead | Gidi Mobile

Sept. 2011 – Mar. 2016

- **I led the customer acquisition process** that led in the growth of the user base by 20,000% in two years.
- **Championed** the Diamond National Prep Challenge for students and engaged over 50,000 students to practice 110,000,000 prep questions within 6 months, with an attendant \$120,000 in revenues.
- **Successful deployment** of Africa's first mobile SME training solution for the World Bank sponsored WomenX program in collaboration with the Enterprise Development Centre – with participants across Nigeria.
- **Conducted consumer insights and research** across 9 Nigerian universities and developed the market insights report that influenced the initial product concept and the brand's value proposition.
- **I facilitated the content partner acquisition process** for WAEC-West African Examination Council and other local and international professional exams such as the ACCA-Association of Chartered Certified Accountants and ICAN-Institute of Chartered Accountants of Nigeria etc.
- **Led the product development process and partner management** of a product to facilitate the 'Know Your Customer' initiative for a Micro-Credit Partner, which increased company revenue by 10% within three months.

Remote Freelance Projects

Remote B2B Content Marketer | Pointed Copywriting, USA May 2020 – Present

- **Leads** keyword research, expert interviews, PR outreach and content creation for B2B SaaS startups focused on real estate, and organizational productivity tools.

Remote Content Marketing Specialist | SEO Butler, UK Jul. 2019 – Present

- **Creates and optimizes** content focused on the following verticals – cannabis, pets, parenting, fitness, automobiles, digital marketing, drug addiction, & home renovation.

Remote Digital Marketing Support | Esilo.com, USA Sept. 2018 – Jan. 2019

- **Designed** the organic SEO strategy for the firms' new website.
- **I developed a content strategy** for the firms' social media and email channels.
- **I created** the demand generation funnel sequence using MailChimp.

Remote Strategy/Local Insights Consultant | Creative Culture, UK Jun 2018 – Present

- **Managed** the local insights copy editing project on the Nigerian market for a global alcoholic brand.
- **I managed** the cultural insights research for premium food and drink brands.
- **I led** the local market intelligence and competitive analysis benchmarking process for the market entry strategy of a global powdered baby formula brand.
- **I led** the local copy-editing project on the state of the Nigerian PR industry for the International Communications Consultancy Organization International Business Handbook.

Growth Consultant | Domestico NG (www.domestic.com.ng) Apr 2016

- **Drove** 10% growth month on month using customized landing pages and relevant keywords optimized for SEO.

Education

Stanford University Graduate School of Business

- SEED Transformational Program 2014 - 2015

Lagos Business School

- Master of Business Administration 2009 - 2011

Nnamdi Azikiwe University

- BSc Microbiology and Brewing Science 2001 – 2006

Areas of Expertise

Industry Knowledge:

- Digital PR
- Brand Storytelling
- Social & Content Strategy
- Brand Strategy
- Copywriting
- Digital Commerce
- Project Management (Scrum & Kanban)

Technology

- Asana
- Balsamiq
- MailChimp
- Google Analytics
- BuzzSumo
- Ahrefs
- Trello
- Buffer
- Canva
- Stencil

Certifications

Cannes Lion School

- Cannes Lion Masterclass on Storytelling
- Authentic Storytelling Masterclass

HubSpot

- Email Marketing Certification
- Direct Response Copywriting Specialist

- Content Marketing Certification

- Social Media Certification

CXL Institute

- Growth Marketing Mini degree

Google Analytics Academy

- Google Analytics for Beginners

DigitalMarketers

- Direct Response Copywriting Specialist

Udacity

- Business Analytics Nanodegree

IDEO U

- Foundations of Design Thinking Certification

Publications (Blogging)

- Personal blog: <http://dozie.io>
- Portfolio: <http://writer.me/dozie-anyaegbunam/>

Volunteer Experience

Volunteer Facilitator, Co-Creation Hub 2018 Incubation Program

- Facilitated a session on B2B customer acquisition for companies participating in the incubation program.

Facilitator, Reelfruit 2018 Marketing Planning Workshop

- Led the 2018 marketing strategy session to set the direction for the launch of the company's marketing department.

Team Lead, Events and Media Marketing Team; TEDx Ajah

- Public relations volunteer for TEDx Ajah 2017.
- I wrote the website copy for the TEDx Ajah Adventure 2018 landing page.

Volunteer Marketing Facilitator (Afara Leadership Centre; July 2016 – date)

- I facilitate sessions on Marketing and Entrepreneurship every summer.

Volunteer Digital Marketing Facilitator (Lagos Business School; February 2019 – date)

- I support the Marketing Faculty during lectures with practicable scenarios and cases as a way of improving the learning experience for the MBA candidates.

References

Available on request