

SUNDAY OBASANJO OLADOKUN

Brand, Marketing & Digital Communications Strategist

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[LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Brand, marketing and digital communications strategist with 4+ years of experience across financial services, technology and social development sectors. Builds brand narratives and multi channel campaigns that reach 200,000 plus stakeholders, then measures what worked using GA4 and Power BI, pairing creative execution with a data informed view of what the audience did with it. Has grown social communities from zero to 3,000 plus followers, led the design and publicity work behind two BAFI Award wins, and served 30 plus brands and organizations across client and in house roles. Combines hands on creative execution across the Adobe Creative Suite and Figma with working proficiency in Python, SQL and Power BI, and experience leading small design and communications teams under tight deadlines.

CORE COMPETENCIES

Brand & Communications Strategy: Brand Identity & Positioning, Media Relations, Crisis Communication, Stakeholder & Donor Reporting, Publicity Strategy, Editorial Calendar Management, Speechwriting & Content Editing

Digital, Social & Analytics: Social Media Strategy & Growth, Digital Campaign Execution, GA4 & Power BI Reporting, ROI/CTR/CPC Analysis, Competitor & Audience Analysis, Community Management

Design & Multimedia: Visual Identity, Print & Digital Collateral, Photography & Videography, Motion Graphics(Basic), Publication & Magazine Layout, Website UI Contribution

Leadership & Delivery: Team Leadership, Cross Functional Collaboration, Mentoring & Training, Budget Conscious Project Delivery, Vendor Management, Negotiation

PROFESSIONAL EXPERIENCE

Trustfund Pensions Limited / Abuja, Nigeria

Branding & Corporate Communications Officer / July 2025 to Present

- Manage a multi channel communications portfolio reaching 200,000+ stakeholders nationwide, producing bi-weekly customer newsletters (200,000+ recipients) and bi-weekly staff newsletters (1,200+ employees).
- Lead end to end communications and media coverage for 8+ high profile events, producing 2,000+ images through photography and video shoots at a 90%+ success rate.
- Spearhead quarterly design of the Trustfund PensionScape organizational magazine and design 80% of all promotional materials, including billboards, email templates and event collateral.
- Own email marketing and performance analytics via Netcore, and maintain the corporate WordPress site, building out the Blog, Events and Lifestyle sections and reporting outcomes to management.
- Conduct daily media monitoring and design promotional materials, achieving a 30% increase in audience participation.

First Icon Group / Abuja, Nigeria

Deputy Team Lead, Digital Marketing, Brands & Communications / July 2024 to June 2025

- Co-led digital marketing and brand communications strategy, growing social followership from 0 to 3,000+ and driving 15,000+ weekly engagements within one year.

- Developed 5+ content frameworks that lifted cross platform engagement by 26% and LinkedIn engagement by 20%, contributing to a Global Brands Award 2025 nomination for Most Innovative Financial Services Provider.
- Led publicity strategy behind First Icon's two wins at the BusinessDay BAFI Awards 2024, building a behind the scenes storytelling framework that lifted brand awareness by over 10%.
- Trained and mentored 2 content creators on AI assisted content production, lifting team output by 40%, and facilitated workshops for 25+ staff on digital marketing and fintech storytelling.
- Built a Google Sheets social tracking system that cut stakeholder reporting time by 30%, and automated investment certificate generation, cutting production time by 60%.
- Produced 80% of company designs, led branding for two First Icon subsidiaries, and revised investment forms that helped attract 700+ new customers, supporting 30% growth in Assets Under Management.

HNG Tech / *Remote*

Data Analyst (Ranked Top 432 of 11,285) / *February 2025 to April 2025*

- Led a team to build a business insights dashboard for the Google Play Store, integrating predictive analytics and competitor data from the Apple App Store.
- Ran exploratory data analysis on marketing datasets in Python, SQL and Excel, analyzing ROI, CTR, CPC and conversion rates to inform strategy.

TechMosaic Alliance Limited / *Concurrent with First Icon Group*

Team Lead, Design / *April 2024 to June 2024*

- Led a 5 member design team on a high stakes Adobe project at a 90%+ success rate, generating NGN 10 million+ in revenue within 3 months.
- Enforced quality benchmarks and KPIs that cut errors by 40% while achieving 100% on time delivery.

BGR Consulting Ltd / *Nigeria, Ghana, Rwanda (Remote)*

Communication and Brand Design Associate / *August 2023 to April 2024*

- Executed digital and social strategy across three countries, securing 8+ national and international brand partnerships and co-managing a campaign that drove 3,000%+ Twitter followership growth.
- Curated content calendars that drove 50%+ organic followership growth and secured 5+ speaking opportunities for senior leadership, including at the United Nations General Assembly.

ADDITIONAL EXPERIENCE

- Jasper & Carnelian Properties Limited, Remote, Nigeria - Creative Content Creator & Facebook Marketing Specialist (October 2022 to August 2025, concurrent): grew followership 100% and interactions 200%+; campaigns reached 70,000+.
- Aiivon Innovation Hub, Nigeria - Creative Graphic Designer (November 2022 to June 2023): co-built a content strategy that delivered a 532% increase in account reach.
- LiDa Digital, Nigeria - Creative Designer (June 2023 to September 2023): produced marketing assets and client case studies for agency campaigns.
- Brandz Digital Agency, Nigeria - Creative Designer (December 2022 to May 2023): delivered 8 to 10 digital and promotional graphics weekly at an 80% client approval rate.
- SeedBuilders Innovation Hub, Nigeria - Communications Associate (March 2022 to September 2022): grew an Instagram account past 9,000 followers, a 30%+ increase.
- Euul Investments Nigeria Limited, Nigeria - Operations Lead (February 2020 to May 2022): led operations, vendor and inventory management, and recovered NGN 12 million+ in assets from a soured business exit.

SELECTED KEY ACCOMPLISHMENTS

- Nominated for the Global Brands Award 2025, Most Innovative Financial Services Provider, for a LinkedIn engagement campaign at First Icon Group.
- Led the publicity framework behind two BusinessDay BAFI Awards 2024 wins, lifting brand awareness by over 10%.
- Reached 200,000+ stakeholders through Trustfund Pensions' communications portfolio and grew First Icon Group's social presence from 0 to 3,000+ followers.
- Served 30+ brands and organizations across client and in house roles spanning financial services, technology and social development.
- Named Best Graduating Student and awarded Best Project, Data Science, School of Data, AltSchool Africa; ranked Top 432 of 11,285 in the HNG Tech Data Analyst internship.

EDUCATION & CREDENTIALS

Master of Business Administration (MBA), In View

Ahmadu Bello University, Zaria | Expected Completion: May 2027

Diploma in Data Science

AltSchool Africa, School of Data | August 2023 to August 2024

- Best Graduating Student and Best Project, Data Science, School of Data, AltSchool Africa.

Bachelor of Science, Human Nutrition and Dietetics, Second Class Upper

University of Ibadan | February 2016 to February 2020

Additional Certifications: Codebasics, AI and Data Science Bootcamp (March 2025 to Present); DataCamp, Associate Data Scientist (November 2023 to March 2025); DataCamp, Data Analyst with Python (December 2023 to October 2024)

TOOLS & TECHNOLOGY

Creative: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom Classic, CorelDRAW, Figma, Canva, CapCut

Analytics & Data: Power BI, Google Analytics (GA4), Python, SQL

Platforms & Productivity: WordPress, Mailchimp, Netcore, Google Workspace, MS Office Suite, Notion, Slack, Miro, Document Studio, Git/GitHub

Languages: English (fluent), Yoruba (fluent), Hausa (basic)

VOLUNTEER & LEADERSHIP

- President, AltSchool Africa School of Data (October 2023 to Present).
- Team Lead, Ibadan Chapter, Volunteers Hub Africa (February 2018 to Present).
- Vice President, Faculty of Public Health, and Vice President, Association of Nutrition Science Students, University of Ibadan.