

OPETU EBIBOTE

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Summary

Results-driven content marketing and communications strategist with over six years of experience driving brand growth through innovative storytelling and engagement strategies. Skilled at crafting compelling content, spearheading high-impact campaigns, and managing multi-channel communications to enhance brand visibility, customer acquisition, and retention. Proven track record of executing successful go-to-market strategies, optimizing audience engagement, and leveraging data-driven insights to achieve business objectives.

Skills

- Corporate Communications & PR
- Brand Messaging & Storytelling
- Social Media Management & Growth
- Email marketing & Automation
- SEO & Organic Traffic Optimization
- Project & Campaign Management
- Data-Driven Marketing Insights
- Content Strategy & Marketing

Experience

MARKETING COMMUNICATIONS LEAD January 2024 – January 2025

Hammer Games | Interactive gaming app

- Refined brand messaging and developed Afro-centric storytelling content for the Telegram Mini App, resulting in a 20% increase in user engagement
- Spearheaded communications for the go-to-market relaunch, which brought in over 20,000 players in three months.
- Grew the Hammer Games social media from 0-15,000 followers in less than 6 months
- Developed and executed a community engagement strategy, significantly boosting player interaction and retention.
- Launched high-impact social media and email marketing campaigns, leading to increased player retention and time spent in-app.

COMMUNICATIONS AND CONTENT EXECUTIVE February 2022 – January 2025

Xend Finance | Binance-backed DeFi project

- Managed all corporate communications, including press releases, ad copy, email marketing, and social media, directly contributing to the company's growth and expansion to Kenya and Ghana.
- Co-led marketing campaigns that boosted app downloads by 150% in less than a year.
- Executed an end-of-year content marketing campaign that led to \$200,000 in user savings in less than 2 months.
- Established relationships with top-tier media through AMAs and interviews, resulting in substantial coverage and positive sentiment.

- Optimized content using market insights and SEO strategies, driving a 30% increase in organic traffic.

BUSINESS COMMUNICATIONS MANAGER May 2021 – November 2021

Farmfix Investment Limited | Finance and Investment

- Drove a 15% increase in sales by creating a customer-centric sales funnel for the brand.
- Brought in over 300+ email subscribers weekly through a high-converting email marketing strategy.
- Developed multi-channel marketing content, increasing brand awareness and customer engagement.
- Planned and executed promotional events and campaigns, ensuring maximum impact while staying on budget.

HEAD OF CONTENT AND COMMUNICATIONS – November 2018 – April 2021

RenegadeCommerce, Ibadan | Marketing Agency

- Implemented a conversion-driven sales strategy, achieving up to 100% daily prospect conversion.
- Drove social media engagement through a well-planned social media content strategy and calendar coupled with monthly analysis and reports.
- Created SEO-optimized articles that secured first-page rankings for multiple client keywords.
- Boosted customer engagement by 40% via well-crafted email marketing campaigns for in-house brands and clients.

Education and Certifications

Bachelor of Arts (Hons): **English and Literary Studies**

2012-2016

University of Ibadan, Oyo

Developing Essential Skills for Women and Youth in Africa UNITAR and Government of Japan, 2024

Career Essentials in Sustainable Tech Microsoft, 2024

Google Project Management Google, 2023

Content Marketing Specialist DigitalMarketer, Texas 2020

Social Media Marketing Specialist DigitalMarketer, Texas 2020

Volunteer Experience

CAREER MENTOR - 2024 – Present

Global Mentorship Initiative (GMI)

- Provide strategic career mentorship, guiding students in transitioning from academics to professional careers.
- Deliver practical guidance on resume building, interview preparation, and personal branding, equipping mentees with the skills to thrive in competitive global job markets.

Tools & Technologies

- Content & SEO: Google Analytics, SEMrush
- Marketing & CRM: Mailchimp, Systeme.io
- Project Management: Trello, Notion
- Social Media & Design: Canva, CapCut, Meta Business Suite

Referee

Available on request.