

# Mahmood Owolabi

## Account Manager

An experienced Account Manager with a proven 7-year track record in performance marketing, product marketing, and sales. Demonstrated success in managing client relationships and driving revenue growth by exceeding sales targets. Skilled in developing strategic account plans and delivering exceptional customer service. Proficient in fostering cross-functional collaboration to achieve impactful outcomes. Committed to contributing to the growth of forward-thinking organizations in the digital landscape.

### WORK EXPERIENCE

#### Paid Social Account Manager - Google - EMEA

Essencemediacom · Feb 2024 - Till Date

##### Key Responsibilities:

In charge of strategically managing Google Brand & Reputation, ensuring compliance with controls and best practices across all paid social channels within the Google team.

##### Achievements:

- Ensured 100% data integrity in Google Activation, Third Parties & Partnerships, leading to enhanced decision-making accuracy and trust in data.
- Fostered robust relationships with Google and key suppliers, resulting in a 20% increase in collaboration efficiency and smoother stakeholder communications.
- Spearheaded a 30% improvement in strategic insight into Google's business and KPIs, keeping abreast of industry trends and identifying opportunities for optimization.
- Contributed to agency-wide continuous improvement initiatives, driving a 15% enhancement in processes and quality standards.

#### Digital Marketing Manager (Performance)

Synel UK · June 2022 - August 2023

Synel is a B2B SaaS company that enables organisations to effectively manage the efficiency and productivity of employees.

##### Key Responsibilities:

I oversaw the entire marketing architecture, from strategy development to budgeting, planning, and execution, ensuring comprehensive online visibility optimization to effectively engage and target key demographics.

##### Achievements:

- Acquired more than 3,000+ new leads, who brought us more than £2.72m in revenue.
- Worked with cross-functional teams towards predicting user LTV at £160,000 & developing unique in-app events for evaluating user acquisition & positive influence on growth.
- Responsible for the development of copies and produced around 500+ creatives (display & video) for split-testing with the help of 2 art directors.

### CONTACT

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### AREAS OF EXPERTISE

Go-to-Market Strategy

New Product Launches

Paid Media Advertising

Retention & Life cycle strategy

A/B Testing Customer Segmentation

Content Creation A/B testing

Cross-Functional Collaboration

Budgeting Presenting

Stakeholder Management

### EDUCATION

Bachelor of Science

Major: Information Science

Minor: Library Science

Kwara State University 2015

### COURSES & CERTIFICATIONS

Advanced Product Marketing - LinkedIn  
May 2023

Google Display & Video 360 - Google  
May 2020

Google Ads Display Certification - Google  
May 2019

### TOOLS

Salesforce Google Analytics

Hubspot Firebase

Marketo Eloqua

### AWARDS

Gold Award for Pitcher Festival of Creativity 2020

Young Lions Media Competition (Media)

### CAREER HIGHLIGHTS

Digital account Lead that helped Flutterwave to reach \$1billion valuation

## Marketing Assistant

Sterling Bank · Mar 2021 - May 2022

### Key Responsibilities:

- Developed and executed go-to-market plans for new product launches, collaborating with Product Management, Sales, Customer Success, and Editorial teams to optimize messaging and product priorities.

### Achievements:

- Launching, managing and optimising campaigns on DV360 & paid social, driving a remarkable 20% increase in revenue for Sterling Bank's digital channels using multiple video assets.
- Corporate banking: During 3 quarters I achieved spending growth by 3 times with ROMI increase—budget: \$2m.
- Enhanced landing pages and customer journeys for Sterling Bank's digital channels, delivering a remarkable 20% improvement in on-site experience and conversions. This optimisation resulted in a noteworthy 10% lift in revenue and a 5% improvement in Return on Ad Spend (ROAS).
- Alt mall E-Commerce: Google Universal App install campaign achieving all KPIs for the bank's e-commerce sub-division. Budget: 100,000\$/monthly.

## Senior Media Executive

digitXplus - Omnicom Media Group · April 2019 - March 2021

digitXplus is a full-service digital marketing agency that operates as an global agency network, offering a range of high-performing offers in various industries.

### Highlights:

- Collaborated with cross-functional teams to develop creative digital marketing strategies for campaigns that resulted in a 35% increase in revenue for FilmHouse Cinema.
- E-commerce: 7X the number of orders coming from Google shopping in 6 months by defining main product categories with the client and using automated rules to manage bids. Monthly budget: \$100,000.
- Managed budgets and delivery of paid social work for EMEA clients, consistently meeting deadlines, and maintaining strong relationships with counterparts at client organizations.

## Marketing Executive

Limelight Media · September 2017 - April 2019

### Highlights:

- Managing contextual advertising budget for Clients using Trade Desk & DV360
- Testing landing pages & ad creatives.
- Analysing customer journey & user experience.

## PROJECTS

### Divashop (E-commerce brand)

Megagrowth (MG) & Darling Hair (DH) had a significant drop in sales immediately after Nigeria went into the COVID-19 lockdown as their point of sale was 100% physical. We fixed that by conducting research using a questionnaire & polls to determine how the audience would prefer to be served at these times. Our findings show that the audience will prefer their products to be shipped to their homes. We created DIVA.NG is an e-commerce platform that allows the audience to shop for MG & DH products which led to a 4X Return on Ad Spend in the first quarter using Facebook & Instagram. We then scaled into an omnichannel strategy using Google Adwords (YouTube, Display & Shopping Ads) & Twitter Ads that gave us a 7X Return on Ad Spend by December 2020.