



Omah Ogbuehi

Growth Hacker | Product Marketing | Marketing Specialist | Exceptional Marketing Expert

Lagos, Nigeria

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Languages

English

About

With extensive experience in retail marketing and a knack for driving sales growth, I excel in crafting engaging customer experiences. Proficient in data analysis and team leadership, I'm adaptable to dynamic retail environments, ensuring exceptional service and product knowledge.

BRANDS WORKED WITH

Carbon

Insight Communications Limited

Marketing & Consultation

moofasabyomah.blogspot.com

Oaklands and Johnson.

TruSpot

Experience

● Marketing Manager

Marketing & Consultation | May 2023 - Now

- Offer expert marketing consultation and strategic guidance to a diverse portfolio of clients across various industries, empowering them to achieve their marketing objectives and drive business growth.
 - Develop comprehensive marketing strategies tailored to each client's unique needs, utilizing a deep understanding of market trends, consumer behaviour, and industry best practices.
 - Conduct thorough market research and competitor analysis to identify untapped opportunities, positioning clients for a competitive advantage in the marketplace.
 - Collaborate closely with clients to define their target audience, value proposition, and brand positioning, ensuring alignment with their business goals and objectives.
 - Create compelling marketing plans encompassing a mix of traditional and digital channels, including advertising campaigns, social media marketing, content marketing, email marketing, and SEO strategies.
 - Craft persuasive and engaging marketing copy that effectively communicates brand messaging, resonates with the target audience and drives customer acquisition and retention.
 - Develop and implement robust digital marketing campaigns, leveraging data-driven insights and analytics to optimize performance and maximize ROI.
 - Provide guidance on branding, visual identity, and creative direction, ensuring consistency and enhancing brand recognition across all marketing materials and touchpoints.
- Offer expertise in marketing automation tools, CRM systems, and analytics platforms to streamline processes, enhance efficiency, and track campaign effectiveness.
- Conduct regular performance analysis and reporting, presenting insights and recommendations to clients, and making data-driven adjustments to improve campaign performance.
 - Stay abreast of industry trends, emerging technologies, and best practices in marketing, continuously expanding knowledge and Skillset to deliver innovative solutions to clients.

● Product Marketing Manager

Carbon | Apr 2022 - Sep 2023

- Devised go-to-market strategy for a Carbon bank and Carbon Zero BNPL product vertical.
- Set up a product roadmap and go-to-market strategy for each product.
- Defined market strategy communication that grew engagement for Carbon Zero by 30%
- Managed a team of 7 including content creators, designers, motion designers, and digital strategists, to drive and accomplish product marketing expectations for the business.
- Analyzed consumer data to identify areas of opportunity for a new product marketing strategy which led to an immediate revenue increase of N20m for Carbon Zero in one month.
- Led team 1:1 meetings in product and marketing, to understand team developmental projects set KPIs and improve team performance by 20% within the first 45 days.

- Trained and mentored the marketing team in 30 days to bring them up to speed on expected deliverables, capitalizing on each brand's tone of voice and marketing strategy.

● Copywriter

Insight Communications Limited | Sep 2017 - Mar 2022

Three-time copywriter of the year at Insight Publicis (2018-2022) | Business Unit Two (BU2).

I am a brand builder, growth hacker, and exceptional marketing expert with a wealth of experience in end-to-end creative strategy, idea conceptualization, copywriting, social media marketing, digital marketing, and experiential marketing.

Awards/Commendations;

1) 2018 Copywriter of the Year

2) 2019 Copywriter of the Year

3) 2020 Copywriter of the Year

Some of my proudest work:

- Amazon Prime Video-Japa To Prime Video 2022 (Pitch Win & Campaign Execution End-To-End) -LEAD

Worked with the team to map out the execution strategy from thought insight to execution. After months of intense presentation and elimination sessions among other agencies pitching for the account.

- MoniePoint-Village People Aren't After Your Business | | Powering Dreams 2022 (Pitch Win & Campaign Execution End-To-End) - LEAD

I came up with the village people's insight and map out strategy and storytelling with the team which eventually won us the campaign and put a bold idea with a bold line in the eyes Nigerians across the nation.

- AMSTEL MALTA "MY TIME IS NOW" Campaign 2021-LEAD

Led the team in putting together this highly relatable and emotional campaign to inspire greatness in the brand's key audience.

- Tiger Beer "UNCAGED" Campaign 2019-2020-LEAD

- Launch of Mountain Dew Ghana in 2018-LEAD

created, supervised, and worked on the communications marketing plan (BTL and ATL) for the launch of Mountain Dew in Ghana. It has become a successful and well-received campaign for the brand by its Ghanaian TA.

- PEPSI "Naija All The Way" Campaign-2018

We created the "Naija All The Way" campaign theme for the brand and, with the support of some of the most talented creatives, we created magic. To date, the Pepsi Naija All the Way campaign remains one of the most iconic brand campaigns, driving millions in revenue for the brand and my organization.

● Senior Copywriter

Oaklands and Johnson. | Apr 2016 - Jul 2017

- Led the creative direction and played a pivotal role in developing impactful marketing campaigns for globally recognized brands, including McVities, Grey Goose Vodka, JTI Tobacco, and Mr Chef Salt.

- Spearheaded the creation and execution of a high-profile TV commercial for Mr Chef Salt, showcasing its superior quality and enhancing its position as a leading brand in the culinary industry.

- Collaborated closely with art directors, designers, and marketing strategists to bring the vision of the TV commercial to life, ensuring a seamless integration of captivating visuals, compelling storytelling, and persuasive copy.

- Crafted persuasive, emotive, and results-driven copy for a diverse range of mediums, including TV and radio scripts, print ads, digital content, social media campaigns, and experiential marketing initiatives.

- Leveraged my exceptional attention to detail and adherence to brand guidelines to maintain consistency and integrity in Mr Chef Salt's communication across all channels.

Utilized consumer insights and market research to develop targeted

messaging strategies that resonated with both professional chefs and home cooks, resulting in increased brand awareness and customer loyalty.

- Mentored and guided a team of copywriters, fostering a collaborative and high-performing environment that encouraged creativity and excellence in copywriting.

- Company recognition and commendation for delivering exceptional projects on time and exceeding client expectations, leading to long-term partnerships and continued client satisfaction.



● **On Air Personality, Producer , Content creator and contributor**

TruSpot | Jun 2014 - Dec 2014

I had the incredible privilege of working as a dynamic and larger-than-life radio presenter, commanding the airwaves with my magnetic presence. As the host of the highly popular buzz and music show, I took listeners on an exhilarating journey through the latest trends, groundbreaking music releases, and awe-inspiring talents of African artists. Imagine the thrill of interviewing renowned artists like Simi, delving into their creative processes, and sharing their inspiring stories with a captivated audience.

Not only did I captivate the airwaves, but I also extended my influence beyond traditional radio. I curated mesmerizing playlists that transcended boundaries and showcased the rich diversity of African music. From crafting unforgettable top 10 and 20 African charts to packaging them into spellbinding podcasts, I ensured that these musical journeys reached every corner of Africa and the diaspora. The vibrant beats and soul-stirring melodies screamed across the airwaves, resonating with music lovers and fostering a sense of unity and celebration throughout the continent and beyond.

But my impact didn't stop there. I embraced the digital age and leveraged my creativity to produce compelling online content for the station. Through engaging articles, thought-provoking interviews, and visually stunning materials, I crafted an immersive online experience that brought the magic of radio to life on the station's website. With each click, readers were transported into a world where African music, culture, and stories pulsated with vibrant energy, leaving an indelible mark on their hearts and minds.

In summary, my role as a radio presenter went far beyond the confines of a typical job description. It was a transcendent experience, where I wielded the power of music and storytelling to ignite passion, foster connection, and unite diverse communities across Africa and the diaspora.

● **Publicist**

moofasabyomah.blogspot.com | Apr 2013 - Jan 2016

My work on moofasabyomah.blogspot.com served as the catalyst for my journey into the realm of copywriting. Initially a hobby, my passion for writing and leveraging storytelling to sell brands began to take shape. As I delved deeper into blogging, writing, and crafting compelling narratives, I discovered the remarkable power of words to influence and persuade. Drawing upon this foundation, I seamlessly transitioned into copywriting, bringing a unique perspective honed through my blogging experience. With a keen understanding of captivating storytelling and a strategic approach, I create persuasive content that resonates with audiences, helping brands establish a strong presence, connect with their target audience, and drive meaningful engagement. Continuously evolving and fueled by creativity, strategic thinking, and meticulous attention to detail, I strive to deliver exceptional results for my clients and the brands I collaborate with.

Education & Training

2018 - 2020

● **University of Lagos**

Master's degree,

2008 - 2012 ● **Madonna University Okija**

Bachelor of Science (BSc),