



# Dabira Oke

Marketing and Business development executive

📍 London SE12, UK

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## Languages

English

## About

With a passion for fashion and retail, I've honed my skills in marketing and e-commerce through an internship at Fred Perry, focusing on enhancing brand engagement and customer conversion. My ability to adapt across departments from finance to design enriches my versatility in dynamic retail environments.

### BRANDS WORKED WITH

Fred Perry

NGCOM NETWORK SOLUTIONS

## Experience



### ● Brand Marketing Intern

Fred Perry | Oct 2023 - Feb 2024

Fred Perry is a high-end fashion retail brand with a rich history in tennis and subculture. The internship consisted of rotating around the company's many departments for one month before focusing on the Marketing and E-commerce departments for the remainder of the programme.

#### Key Responsibilities:

- Support the planning and execution of marketing campaigns.
- Contributed to market and e-commerce research, improving marketing strategies and product presentation.
- Conducted a marketing consulting project for a master's degree to enhance customer engagement and conversion among Gen Z customers. Actionable recommendations were made after conducting research, identify trends and opportunities.
- Assist in maintaining marketing materials and inventory.
- Shadowing and supporting administration duties within other departments including Finance, Quality and Sustainability, Brand/PR, Retail Shops and Design/Product Development.

### ● Marketing and Corporate Business Development Executive

NGCOM NETWORK SOLUTIONS | Nov 2021 - Nov 2022

NGCOM Network Solutions is a start-up Internet service provider. Supplying unlimited internet access to both home and commercial customers.

#### Key Responsibilities:

- Develop and implement marketing strategies to drive business growth.
- Successfully performed B2C & B2B Sales and Marketing.
- Running and managing digital marketing through multiple successful paid Google and social media ad campaigns. Increasing sales by 20% with the first 4 months.
- Search Engine Optimisation (SEO) to improve website engagement.
- Engaging in Email marketing and cold calling.
- Responsible for content creation and photography for the brand's website and social media channels.
- Regularly examine the website for bugs and image issues, to improve the user experience and speed up the payment process.
- Analyse market trends and competitor activity.
- Creating tailored business proposals for customers needs.
- Manage marketing budgets and expenses.
- Designing graphics for both promotional billboards and banners.

## Education & Training

2023 - 2024

### ● University of Greenwich

Master of Arts,

2017 - 2021

● **Babcock University**

Political Science (BSc. Hons.) Upper Second-Class,