



Ayobami Odepidan

I have an educational background in Marketing communication and have a strong background in client facing roles.

📍 London, UK

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Languages

English (Fluent)

About

A commercially aware BA Marketing Communication graduate with a strong background in customer service and affiliate networking. Able to adapt well to any given environment by leveraging outstanding problem solving, planning and communication skills. Seeking an opportunity to expand on theoretical knowledge in Marketing and Communication. My skills enable me to advise, influence and strengthen partnerships with clients. I

BRANDS WORKED WITH

Adidas London

Awin London

Indulge Beauty

Office Shoes Westfields

Experience

● Global Account Consultant

Awin London | Sep 2021 - Now

Assisting clients with enquires

- Performing monthly and quarterly Gap Analysis & QBR
- Teaching new advertisers how to navigate the UI
- Sharing relevant data to clients within their sector
- Producing Power BI reports
- Performing benchmarking on program
- Strategically planning growth strategies for advertisers
- Connecting advertisers with best suited publishers
- Assisting with brands quarterly and year plan
- Helping form partnerships between both advertisers and publishers

● Customer Service

Adidas London | Oct 2019 - Jan 2020

Delivering outstanding end-to-end customer service to promote brand loyalty and customer experience

- Liaising with customers to facilitate the procurement of suitable apparel and footwear
- Serving as the first point of contact for all customer queries and concerns, providing efficient and professional feedback

● Sales Representative/Visual Merchandising

Office Shoes Westfields | Nov 2018 - Mar 2019

Maintaining sufficient stock levels and organising new stock to be placed on the floor

- Increased customer engagement by designing eye catching displays to highlight merchandise
- Maximised efficiency by analysing online click and collect orders and ensuring that they were prepared for collection
- Liaised with customers to assist with online purchases



● Sales Assistant

Indulge Beauty | Dec 2017 - Feb 2018

Increased sales by demonstrating new products and upselling merchandise where possible

- Assisting customers in procuring suitable beauty treatments and cosmetics
- Successfully dealt with online enquiries in a professional manner
- Promoted customer satisfaction by performing sales and refund transactions