



FREEDOM EMMANUEL OBANIJESU

AI Product Marketing Specialist

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Many Years in Marketing & Sales | 20+ Brands Transformed

CORE COMPETENCIES

- Business Development
- Digital Growth Strategy
- Product Marketing
- AI Marketing Automation and GTM Engineering
- Sales Funnel Strategy
- Lead Generation & Conversion
- Content Strategy & Storytelling
- Brand Positioning
- Paid Ads (Meta, Google, TikTok)
- Customer Psychology
- Sales Closing & Negotiation
- Online Lead Generation
- AI Professional Video Editing

TOOLS & PLATFORMS

- Meta Ads Manager
- Google Ads
- TikTok for Business
- Heygen, OpenArt, Higgsfield & AI video tools
- Jira, Trello, Slack (Project Mgmt.)
- ChatGPT, Claude, Gemini & AI Workflows tools
- Chatbot Marketing
- n8n and Make.com
- Resend, Brevo, Getresponse and other email tools
- CRM (GoHighLevel or Hyphen ONE) & other Automation Tools
- Wamotion.com, Botcake.io and other WhatsApp automation tools
- Canva / Design Tools

PROFESSIONAL SUMMARY

Results-driven AI Product Marketing Specialist and GTM engineer with years of experience scaling brands across FinTech, EdTech, Construction, Logistics and the AI sector. Proven track record of architecting and building AI-powered products and marketing systems, multi-channel lead generation funnels, and conversion-optimized content strategies that consistently outperform targets. currently concluding my role as the Social media and Digital marketing manager at Hyphen Connect AI, leading brand positioning, automation workflows, and digital growth execution. Combines deep customer psychology insight with data-driven marketing execution to turn visibility into revenue.

PROFESSIONAL EXPERIENCE

Social Media & Digital Marketing Manager | **Hyphen Connect AI**

Jan 2026 – Present • United Kingdom (Remote | Fulltime)

Challenge: Early-stage AI company needed rapid market positioning and a scalable content engine to compete in a crowded global AI market.

- Built AI-assisted content workflows and UGC videos from scratch, reducing campaign production time by 60% and enabling weekly multi-channel publishing at scale.
- Built and launched few-funnel marketing systems for sub-brands (such as in2equity.com and angelthomas.co.uk) in the Hyphen ecosystem spanning awareness, nurturing, and conversion, driving consistent month-on-month pipeline growth from near zero.
- Repositioned the brand narrative around practical AI transformation for businesses, increasing audience engagement and establishing credibility in the AI sector.
- Designed few automated email sequences for the brand and sub-brands in its ecosystems that reduced manual marketing effort by 40% while maintaining personalized audience touchpoints.
- Led cross-channel growth strategy across LinkedIn, Instagram, and other channels, growing both the brand and sub-brands within its ecosystem in terms of visibility and few inbound leads flow within the first quarter

EDUCATION

Advanced Diploma

Technology Management
IMF | 2025

B.Tech, Building Construction

Technology
FUTA | 2023

Professional Diploma

Copywriting & Business Writing
IMF | 2025

MBA, MIVA Open University

(In progress)
Sept | 2026

CERTIFICATIONS

- Digital Marketing (GetBundi)
- Digital Entrepreneurship (Newton Academy)
- Project Management (Bank of Industry)
- Project Management with Jira
- AI in Business Essentials
- Building a Brand on LinkedIn
- Chatbot Marketing Mastery
- High Converting Sales & Lead Ads
- CEO Executive Certification

AWARDS

2nd Runner Up

Tech Leap Initiative Pitch, Lagos Business School

1st Place

Corpreneurship Pitch, NYSC Bayelsa

100Under40 Award

Award in Technology & Innovation

Jamie Pajoel International

5 Young Community Leaders Award

NITDA

Community development Service Award

in terms of community building, and demo booking, and lead magnets access.

- The community grew from less than 20 to over 200 in less than 45 days and we recorded over 200 participants in our first live webinar session on LinkedIn

Head of Sales & Marketing and Business Development Associate |
Newton Academy

Mar 2024 – Dec 2025 • Lagos, Nigeria (Hybrid | Fulltime)

Challenge: Growing education brand with no formal sales structure or scalable marketing engine to support enrolment targets.

- Built and led end-to-end sales and marketing operations, introducing structured pipelines, lead scoring, and conversion tracking that consistently hit monthly enrolment targets.
- Developed strategic partnerships and referral networks with corporate clients and community influencers, expanding the academy's market reach beyond organic channels.
- Created targeted content campaigns and paid acquisition funnels across social media, driving qualified lead generation and shortening the enrolment sales cycle.
- Trained and mentored the sales team on consultative selling techniques, improving individual conversion rates and ensuring a consistent, professional buyer experience.

DL4ALL Digital Literacy Trainer | MindTheGapNg x NITDA

Apr 2025 – April 2026 • Bayelsa State (Onsite | Fulltime)

- Delivered digital literacy training to underserved communities, empowering artisans and small business owners with practical digital skills.
- Contributed to NYSC and SDG-aligned community impact initiatives promoting digital inclusion across Nigeria.

Growth & Sales Strategist | WAF Institute

Jan 2022 – July 2023 • Akure, Ondo State (Onsite | Fulltime)

Challenge: FinTech-focused institute needed deeper market penetration and stronger client acquisition in underserved financial education segments.

- Developed and executed targeted campaigns connecting individuals and SMEs with financial education solutions, building a consistent inbound lead pipeline across multiple channels.
- Built and managed a portfolio of long-term client relationships and referral partnerships, creating recurring revenue streams that reduced dependence on cold outreach.
- Positioned WAF Institute as a trusted voice in fintech education through thought leadership content and community engagement, improving brand authority and audience trust.
- Collaborated with the product team to align marketing messaging with client pain points, improving offer-market fit and increasing campaign conversion rates.

PRODUCTS BUILT

Lumenvox Academy

<https://academy.lumenvoxai.com>

Newton Academy

<https://academy.newtoncore.com>

In2Equity

<https://in2equity.com>

Angel Thomas

<https://angelthomas.co.uk>

<https://bio.angelthomas.co.uk>

TechnoVate

<https://blog.lumenvoxai.com>

OTHERS

Portfolio

<https://lumenvoxai.com>

LinkedIn

<https://linkedin.com/in/freedomobanijesu>

Instagram

<https://www.instagram.com/freedomobanijesu>

Growth & Acquisition Lead | VenDoor Africa

Nov 2025 – Jan 2026 • Lagos, Nigeria (Remote | Contract)

Challenge: Platform struggling with audience growth stagnation and low digital visibility in a competitive African marketplace.

- Designed and executed a multi-channel customer acquisition strategy that improved new user sign-ups and platform engagement within the first 45 days of joining.
- Built structured lead nurturing workflows and conversion-optimized landing sequences, improving the platform's ability to move prospects from awareness to action.
- Strengthened digital visibility through targeted content campaigns and SEO-aligned positioning, growing organic reach and reducing reliance on paid acquisition alone.
- Introduced growth marketing frameworks including A/B testing and funnel analytics, creating a data-led foundation for sustained audience and revenue growth.

Marketing & Sales Associate | The Growth Hub

Dec 2024 – Feb 2025 • Akure, Ondo State (Onsite | Contract)

- Created and managed content across social media, email, and paid advertising channels, promoting training programmes and co-working services to targeted audiences.
- Generated new business opportunities through strategic outreach and community relationship-building, consistently achieving and exceeding monthly revenue targets.
- Analysed sales metrics and campaign performance data to continuously refine strategy, reducing wasted spend and improving conversion rates on lead generation activities.

Digital Marketing Strategist | Swiftly Autostore (Swires Technologies)

Sept 2023 – Feb 2024 • Lagos, Nigeria (Hybrid | Contract)

Challenge: E-commerce brand lacked multi-platform ad strategy, resulting in poor product visibility and inconsistent revenue performance.

- Designed and managed high-performing ad campaigns across Meta, Google, Instagram, and TikTok, improving product sales conversion rates.
- Conducted audience research and competitor analysis to refine targeting, reducing cost-per-acquisition while scaling ad spend.
- Identified high-demand product trends to inform inventory decisions and campaign focus, contributing to revenue growth.

Sales & Marketing Specialist | iCredence Concept

Nov 2021 – Jan 2022 • Akure, Ondo State (Onsite | Contract)

- Drove sustained sales growth through innovative campaigns that spoke directly to audience financial aspirations, building strong emotional connection and brand loyalty.
- Identified and pursued new market opportunities, developing tailored outreach strategies that expanded iCredence's client base and increased average deal value.
- Built and maintained key client and partner relationships, generating referral pipelines and repeat business that contributed to long-term revenue stability.