| Oluwaseun Agbelusi | [s.agbelusi@gmail.com](mailto:s.agbelusi@gmail.com) • (240) 413-8165  https://www.seunagbelusi.com/portfolio  [LinkedIn](https://www.linkedin.com/in/seun-agbelusi-5b081021/) • Upper Marlboro, Maryland |
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**Brand & Marketing Director**

**Extensive success in brand/product strategy, brand storytelling, trend forecasting, and predicting human behavior.** 

Dynamic, hands-on brand and marketing leader with a wealth of knowledge and experience building and sustaining profitable brands such as Guinness, VISA and Norvatis, forecasting market trends across different industries, maintaining creative fluidity across content platforms, and building/nurturing talented teams of professionals. Engage in archetypal storytelling to shape brand voice and build compelling brands. Predict human behavior through market trend analysis and forecasting. Strengthen the skills and knowledge of teams through training and mentorship.

**Areas of Expertise**

| * Brand Advertising & Marketing * Product Strategy & Marketing Management * Design Thinking * Campaign Ideation & Management | * Digital Marketing * Channel & Platform Roadmaps * Copywriting * Archetypal Brand Storytelling * Creative Strategy * User journey & Audience Strategy | * Market Research * Go-to-Market Initiatives * Strategic Planning & Execution * Communications * Content production & marketing * Project Management |
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**Career Experience**

**Thread & Pulse – Upper Marlboro, Maryland & Lagos, Nigeria 2017 – Present**

Principal Consultant/Founder

* Built and strategically led a consulting and training platform for brand storytelling for strategists and creative teams in advertising, digital marketing, technology, and media production agencies.
* Conducted extensive market research that clearly defined viable markets. Prioritized market entry based on the legal tech startup client’s goals.
* Assembled revenue models that were tailored to the nuances of each market. Frequently adjusted targets and goals based on shifting priorities.
* Authored the brand philosophy and positioning. Crafted the brand voice, personality, and brand identity. Mapped out brand interaction and values for diverse audiences.
* Enhanced the target profile, sales plan, launch plan, and event/brand activation plan that served the larger go-to-market strategy.
* Coordinated all stakeholders, creatives, media planning, digital marketing, production, and Program Managers for 10 civil society organizations across Africa.
* Improved the content plan guide that contained content pillars, topics, copy construct, tone, imagery and the digital team for the client’s communication team.

**BudgIT US – Washington, D.C. & Lagos, Nigeria 2019 – Present**

Product Manager – Enterprise (2022 – Present)

* Instituted MVP, roadmaps, audience personas, and go-to-market strategy for COZZL, an enterprise solution product built for Program Managers and Field Officers in local African communities.
* Partnered with internal and external stakeholders across all departments in the company to ensure smooth and successful enterprise product launches.
* Generate donor leads using a Saas platform like SEMRUSH for email marketing.

Change Manager Consultant (2019 – 2021)

* Audited and analyzed the company’s digital platforms that include social media, websites, and a community portal that utilizes native apps and analytics tools.
* Generated robust insights and reports, advising the communications team on strategies for internal and external communications excellence.
* Advised the team on brand health analysis, online reputation, and crisis management efforts. Additionally, advised on the user journey and UX design of new digital products.
* Drafted a brand communication template for the communication unit. Incorporated a new team structure, corporate culture, and working processes.

**BBDO – Lagos, Nigeria 2017 – 2018**

VISA Digital Marketing Consultant

* Constructed digital and social strategies alongside creative execution for the VISA brand in Nigeria. Adapted global and regional brand campaigns to local campaigns.
* Hired, trained, and successfully onboarded members of the creative, client service, and other third party agency teams working on VISA Nigeria deliverables.
* Restored the brand team’s confidence in the BBDO Agency during a challenging time period. Improved the output of results on social media and digital marketing communication platforms.
* Boosted brand online engagement by 50% and raised VISA card uptake and usage by 20% for the Winter Olympics and the World Cup tournament.

**Anakle – Lagos, Nigeria 2017**

IMC Consultant

* Designed and executed strategies, campaigns, and training for advertising and digital marketing initiatives. Strengthened branding, media, and creative capabilities.
* Proactively identified skill gaps in teams. Facilitated comprehensive group and individual training to strengthen the team’s knowledge and skills across the board.
* Led the team in winning two pitches. Assembled and delivered compelling branding/marketing materials for potential new customers.

**Additional Experience** (See [portfolio](https://www.seunagbelusi.com/portfolio) for more details)

**Copywriter, Aqua-Wunderman,** Lagos, Nigeria, 2015 – 2016

**Senior Copywriter & Digital Strategist, BBDO,** Lagos, Nigeria, 2012 – 2015

**Copywriter, MullenLowe,** Lagos, Nigeria, 2009 – 2012

**Education**

**Post-Graduate Diploma** (Certified Digital Marketing Expert + AMA)

Digital Marketing Institute – Ireland

**Bachelor of Science – Biological Science & Zoology**

Federal University of Agriculture – Abeokuta, Nigeria

**Certifications & Professional Development**

Product Manager & Product Leader Certificates – Product School Online

Certificate in Social TV: Content, Communications, & Communities – Massachusetts Institute of Technology (MIT)

Certificate in Storytelling & Writing; Advanced Concepting; Advanced Integrated Campaigns – Miami Ad School, Hamburg, Germany.

Certificate in From Story to Screen in 8 Weeks – Met Film School, England.

Certificates in Copywriting & Introduction to IBX – Orange Academy, Lagos, Nigeria