

Ololade Folashade

Product Marketing | Data Analyst | Project Manager

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Data-driven marketing professional with a proven track record in crafting compelling product narratives and executing successful product launches. Skilled in leveraging competitive intelligence and customer research to enhance market positioning and growth.

PROFESSIONAL EXPERIENCE

Business Analyst, Marketing – Operations (MBA Intern)

Mercato | CA, USA | January 2024 – May 2024

Improved retail store layout operations, driving revenue growth and increased product visibility

- Developed data-driven planogram model to optimize retail product shelf space usage by 12%, enabling 98% never out of stock rate
- Leveraged data analysis to identify optimal 80/20 product mix leading to 15% revenue uplift

Lead Consultant, Marketing Strategy (MBA Intern)

Lassonde Entrepreneur Institute | Utah, USA | Aug 2022 – May 2024

Led strategic market analysis and product launch initiatives, significantly enhancing market entry success

- Developed competitor profiles and market penetration strategies for 4 startups, leading to an 89% increase in competitive market
- Spearheaded a data-driven launch strategy for a neuroscience learning app, utilizing consumer insights to drive 22% adoption rate

Senior Account Manager

Mobaby Care | Lagos, Nigeria | January 2021 – July 2022

Drove business growth and market expansion through strategic partnerships and grassroots marketing exceeding goals by 132%

- Coached over 25 C-level executives on social selling, product marketing, and product positioning, generating \$38K in new revenue
- Opened 10 new B2B locations, increased market shares 45% in competitive market

Product – Brand Marketer

Ibeautifi | Lagos, Nigeria | August 2019 – December 2020

Spearheaded marketing strategies and campaigns, resulting in substantial revenue growth and customer acquisition

- Implemented email marketing automation, leading to a 15% increase in email open rates and 19.7% increase in click-through rate
- Utilized multichannel approach, digital and content marketing, PR and events increasing lead gen by 38%

Digital Manager

Fazo Travels | Lagos, Nigeria | April 2018 – July 2019

Enhanced digital presence and customer engagement, boosting brand visibility and lead generation

- Employed data analysis to uncover trends and patterns in web traffic, social media engagement and lead generation data to optimize marketing campaign improving ROI by 32%

EDUCATION

MBA – Emphasis in Marketing

University of Utah | May 2024 GPA 3.7

MSc – Business Analytics

University of Utah | May 2024 GPA 3.7

BS – History & International Studies

Osun State University | March 2018 GPA: 3.9

PMP – EXP June 2024

SKILLS

Technical: Data Analysis | Data Visualization | Advanced Excel | power BI | CRMs | SQL | Python | Google Analytics | Marketing Automation Tools | Marketing Analytics | A/B Testing Tools

Market Research: Consumer Insights | Competitive Intelligence | Market Segmentation | Forecasting | Pricing | Market Trend Analysis | Customer journey Mapping

Marketing Strategy: Lead Generation | Budget Oversight | Brand Management | Email Marketing | Campaign Management | Digital Marketing strategy | Go-to-Marketing Strategy

Leadership: Relationship Management | Problem Solving | Result Oriented | Cross-functional Collaboration | Strategic Planning | Sales Enable

Communications: Content Marketing | Social Media | Writing Expertise | Presentation and Public speaking skills | Positioning and messaging | Storytelling | Public relations

HIGHLIGHTS

Business Owner

Launched and bootstrapped specialty retail business; profitable within 18 months

First Female Director of Socials

Pioneered inclusive leadership program for women in History & International Studies Department

Danced for Charities & Non-Profits

Raised funds for domestic violence survivors & single parents

Student Leadership

VP – MBA Strategy and Consulting Club
Director – Entrepreneurship Club

Awards and Recognitions

MSBA gpa Excellence Awards 2024