

# Bakare Oluwatomisin Esther

## Product Marketing Manager | Growth Strategist

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## Executive Summary

Growth Manager and Product Marketing Strategist with 5 years of experience driving user acquisition, engagement, and revenue across AI tech, media, and fintech. Exceeded pre-launch user acquisition targets by 67%, scaled content interactions by 515.6%, and delivered 373% user growth through organic channels with zero paid ad spend. Skilled in growth experimentation, campaign execution, content strategy, and SEO.

## Professional Experience

### Product Marketing Manager (Contract) | Gesturé

October 2025 – March 2026

- Conceptualized and executed a pre-launch user acquisition campaign that exceeded the Q1 new user target by 67%, converting 500+ users ahead of launch.
- Organized and led a brand activation event to drive product awareness and community engagement among target users.
- Drove a 515.6% increase in content interactions and 506% growth in organic views (52.5K total) through a data-backed content strategy executed over 3 months.

### Content Strategist & Web Copywriter (Contract) | Folivision Limited

October 2025 – December 2025

- Led content strategy for 7 core website sections and authored 11 SEO-optimized articles, driving thought leadership and increasing organic site traffic.
- Integrated high-value USPs (70%+ savings, LTO/BNPL) and 10+ years of team experience into all marketing copy to build credibility and maximize conversions.

### Copywriter (Freelance) | MySounds Global & UGotJokes UK

May 2025

- Developed persuasive marketing copy and creative content tailored to youth and entertainment audiences.
- Produced copy for social media, email campaigns, and website updates to enhance audience connection.

### Executive Editor | Inside Success Global (UK, Nigeria, Ghana)

February 2025 – February 2026

- Executed a Pan-African organic growth strategy across Nigeria and Ghana, scaling Active Users by 373% (11K) in the primary market while triggering a 509% user surge in a new market entry.
- Optimized cross-border SEO and discovery funnels to capture high-intent traffic, driving over 48,000+ interaction events and 12,000+ sessions without paid ad spend.
- Coordinated freelance writers and managed publishing schedules to deliver impactful articles and campaigns.

### Social Media Manager | Casa Valora

December 2024 – January 2025

- Developed tailored marketing strategies to align product features with target audience needs.
- Collaborated with cross-functional teams to ensure consistent brand messaging across all digital touchpoints.

### Social Media Manager | Unilag Microfinance Bank

October 2024 – February 2025

- Managed the end-to-end content calendar for all social media platforms, executing campaigns to promote micro-loan products and financial literacy workshops.
- Analyzed audience engagement and metrics to optimize content performance, resulting in a 35% increase in followers and a 120% surge in engagement.

### Business Development Associate | Think Round Inc (California)

November 2024 – February 2025

- Supported business growth by conducting research, analyzing trends, and contributing to strategic reports.
- Assisted the business development team with proposals, presentations, and client outreach activities.

### Analyst and Research Volunteer | MPB Initiative

October 2024 – March 2026

- Designed and analyzed surveys to measure volunteer impact, providing insights to guide organizational strategy.
- Created dashboards and reports that visualized data for decision-making and community programs.

### Customer Care Specialist | Jumia Group

October 2023 – March 2024

- Resolved customer inquiries and escalations, ensuring improved service satisfaction and client retention.
- Collaborated with cross-functional teams to streamline processes and enhance customer experience.

# Education

Institution	Degree / Certification	Timeline
Altschool Africa	Product Manager (Growth)	Expected 2027
HubSpot Academy	Content Marketing	2026
University of Lagos, Nigeria	Bsc. in Biochemistry	2021 – Expected 2026
DataCamp Inc	Data Analyst Associate	2024

# Skills & Tools

Category	Competencies & Technologies
Core Skills	Editorial Writing, Content Development, Social Media Strategy, Community Engagement, Digital Marketing, Campaign Management, Content Editing, Analytics, Performance Tracking, Brand Management, SEO
Content & Management	Canva Pro, CapCut, WordPress, Notion, Trello, Google Workspace, Jira, MailChimp, ConvertKit, Grammarly, WordCounter.net
Data & Technical	Google Analytics, Meta Business Suite, PostgreSQL, Power BI, Looker Studio, Tableau, Python, n8n, Basic HTML & CSS