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(LinkedIn)
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Top Skills

Life Coaching
Training
Executive Coaching

Languages

English (Native or Bilingual)
Yoruba (Native or Bilingual)
Hausa (Limited Working)

Certifications

Hootsuite Certified Professional
Google AdWords
Digital Marketing and Online
Strategies

Honors-Awards

Best Working Public Relations
Officer
Best Unit Growth
Volunteer Strategy Team(ICT)

Ayeni Ekundayo

VP, Europe, Middle East, and Africa (EMEA) at CareerXpress
Nigeria

Summary

An alumnus of the Harvard University, Executive Program where he studied Digital Marketing(Social Media Marketing) and a Google Advertising Partner.

He is known as the most successful B2B sales guru in Nigeria, Ekundayo has worked with brands across the world as a digital marketing consultant to deliver revenue growth from content-focused inbound marketing campaigns.

Ekundayo is the CEO of BusinessPlus Services, Leading Digital Marketing/Transformation Agency in Africa focused on helping organizations and companies in both the public and private sectors produce results by presenting them with an extensive range of business solutions to adequately generate traction, interaction, and conversions for clients who make use of digital media.

He has delivered Digital Marketing Campaigns for both B2B and B2C companies in different sectors of the economy ranging Financial Institutions, Government Parastatals, Real Estate, Religious Organisations, State Government, Telecoms, to mention a few.

He also consults for Chivita, Leadway Assurance, UBA, Access Bank, Transcorp, Lagos State Government, Vetiva Capital, Daystar Christian Centre, Trinity House, Delta State Government, Premium Pensions, A & G Insurance, RCCG Atlanta, USA in brand management and Social Media Strategy. All these have brought him into the spotlight of the media within and outside Nigeria. He has also been featured on NTA am express, NN24, Channels, Superscreen TV and other television programs.

Ekundayo is a Facilitator at the National Institute of Marketing of Nigeria.

He is a graduate of Federal University of Technology Minna, where he studied Mathematics and

Computer Science. He is also an HP certified trainer on Mea-i program for young businesses in sub- Sahara Africa and a Trained Project Manager (PMP).

Experience

CareerXpress

VP, Europe, Middle East, and Africa (EMEA)

November 2018 - Present (1 year 4 months)

United States

- Be an expert at identifying technical talent for clients
 - Build a universe of digital candidates and clients
 - Source candidates for roles that are picked up by yourself or other members of the team
 - Manage candidates through the entire recruitment process
 - Identify and actively develop potential new clients
 - Identifying potential new clients, to pick up roles both for yourself and your team
 - Work with existing clients, to assist in filling their open roles, as well as further developing the accounts
 - End to end recruitment process – sourcing, screening, through to post placement follow up
 - Act as a mentor, leader and brand ambassador both internally and externally
- Let's talk dayo@careerxpress.co

BusinessPlus Services

Chief Innovation Officer

September 2012 - Present (7 years 6 months)

Nigeria and United States Of America

Digital Marketing :Current and Serving clients are Workforce Management Group, Sovereign Trust, PropertyMart, Renmoney, PropertyLink, Daystar Christian Centre, Trinity House Church, Opex Consulting, RCCG, My DoubleDouble, and lots more

MAIN RESPONSIBILITIES

Digital Projects: Manage and support digital marketing programs as assigned.

1. Social Calendars: Create and maintain content calendars. Gather content from product teams, production, sales, design council, public relations, etc. to create editorial calendars. Edit all content to ensure proper online messaging

and relevancy; ensure consistency of messages across networks (i.e. tweet, post, web, e-newsletter, blog etc.).

2. Social Publishing: Post to blog and all social media in accordance with content calendar and brand guidelines.

3. Social media marketing – create and grow awareness and excitement about the company’s products in online and social communities – with focus on the designer community, lifestyle media and fashion-conscious consumers.

4. Moderation – Review user generated comments and posts in a quick and timely manner.

Respond to comments, when appropriate, in order to foster a positive community and add value to the user’s experience.

5. Escalate User Generated Content, where appropriate, to internal and client stakeholders

Listening and Reporting – Using Google Analytics, and other measurement and listening tools (i.e. Hootsuite) to contribute to reports and insights.

6. SEO: cataloging and indexing target keyword phrases for social platforms. Optimizing tags, on our feeds, sharing sites like YouTube and search engines through copywriting, creative & keyword optimization.

7. Governance: support and ensure all social and digital media policies, procedures and regulations are being adhered to.

8. E-marketing: manage email marketing campaigns driving consumers, designers and other audiences using appropriate tools. Follow and ensure all privacy and anti-spam laws are met with e-marketing programs.

EmailForest

Co-Founder

January 2014 - Present (6 years 2 months)

Nigeria and USA

Spent the last 3-years with Email Sending professionals Consumer Direct Division growing and improving their email marketing processes, and technology.

Focused particularly on KPIs - open rates, clicks though, and retention. Deep understanding of email deliverability, best practices, CAN-SPAM compliance, and reporting.

Helping Nigerian based businesses owners / creatives Win More Sales by converting existing contacts into a qualified prospect.

I do this by helping the business to quickly build an email list of customers and potential customers... and then turning this email list into extra sales.

- ▶ Providing a <http://emailforest/> platform for businesses that want to generate an additional income stream
- ▶ Providing business owners with a profitable Own Brand Marketing platform

Email Marketing (<http://emailforest.com/>)

HTML Email Marketing Campaigns

Email Marketing Campaigns

Email Marketing Packages

Email Marketing Solutions

In-House Email Marketing Solutions

Managed email marketing campaigns

Marketing Campaign Strategy Development

Data Segmentation Marketing

Partner Marketing Strategy

Marketing Communications

Social Media Marketing

Email Marketing Campaign Strategy

Expert Email Marketing Training

Direct Marketing

ROI tracking

Email senders creates and manages email programs for some of the best brands in the Africa. We engage valuable audiences with strategic thinking and beautiful, functional, creative emails that are right on brand, then drive meaningful business results that demand attention from the corner office.

MOUNTAIN TOP UNIVERSITY

Adjunct Faculty

November 2017 - Present (2 years 4 months)

Lagos

Lead training for digital marketing classes

Say It Better Media (The Branding Guys)

Head of Operation(Africa)

May 2011 - January 2013 (1 year 9 months)

Lagos, South- Africa, Accra & UK

- Brand designs, management and prints for top brands like UBA, Transcorp, Vetiva Capital, A & G Insurance, Chicken Republic, My DoubleDouble Nigeria, Rainmakers UK, etc

- Web site traffic growth, web site UI and advertising revenue. Developed brand strategy and statistics systems. For churches like Daystar Christian Centre, Rhema Chapel international, Victor Adeyemi Ministries

Education

Harvard Business School Executive Education

Digital Marketing, Digital Communication and Media/Multimedia · (2014)

Federal University of Technology Minna

B.Tech, Mathematics and Computer Science · (2001 - 2007)