



OLUWAPONMILE ALABI

Marketing Manager.

SUMMARY.

A decade of expertise in strategic brand development and management, corporate communication, media and PR, I bring a proven track record of driving brand growth across multiple performance levers.

My expertise in leading strategic marketing, communications strategy, strong relationships with key media and industry players, managing diverse teams for excellence in execution combined with my passion for creativity and building brands with a purpose, positions me to make a significant impact in any organization.

EXPERIENCE

Dec 2023- Present

Indomie, Nigeria

Marketing Manager

Responsible for developing marketing and communications strategies, optimizing portfolio and innovations to deliver business objectives while driving a winning culture.

- Redefined the flavor portfolio strategy to align with the brand's profitability objectives, achieving sustainable growth by maintaining a 25% premium offering and embedding consumer-centric approaches into all marketing initiatives.
- Led communication strategies across key platforms, including digital media, websites, influencers, and stakeholder engagements, ensuring consistent brand messaging and market relevance.
- Championed flavor innovation to drive category growth, introducing culturally resonant variants that appealed to diverse demographics, particularly university students and young professionals.
- Enhanced company profitability by leveraging market insights to refine marketing strategies, contributing to a 65.6% growth in revenue above the prior year.
- Reinforced Indomie's dominance in the instant noodles category by driving flavor growth across regions, leading to increased contributions from Crayfish, Oriental Fried Noodles, and Chicken Pepper Soup flavors.
- Developed and executed university-focused campaigns, including hostel challenges and flavor fests, leading to increased penetration and engagement with youth audiences.
- Achieved significant gains in Top of Mind Awareness (TOMA) through on-ground sampling, activations, and culturally tailored campaigns. Delivered consistent growth in Net Noodle Distribution (NND) and volume sales across key regions
- Directing a team of marketing professionals, fostering a culture of excellence and innovation while managing campaigns that resonate with Indomie's target audiences.
- Efficiency in Media Spending: Optimized media strategies.

CONTACT

+2347060954130

Ponmilealabi@gmail.com

<https://www.linkedin.com/in/ponmilealabi-acim-pmm-90937214b/>

Lagos, Nigeria

EDUCATION

2025 - (In-View)

EXECUTIVE MBA

Rome Business School

2021 - 2023

MSC. MASS COMMUNICATION

National Open University

2014 - 2018

BA. PUBLIC RELATIONS & AD.

Eastern Mediterranean Uni.

AWARDS

- Brandcom Awards, 2023 - 35 under 35
- WIMCA - Most Outstanding Marketing Professional of the year (Food) 2024
- Marketing Edge - Emerging Marketing Manager of the Year (2024)
- Industry Newspaper - Top 50 marketing professionals of the year (2024)

TOOLS

- Hubspot
- Microsoft (Excel and PPT)
- Sprout Social
- MMPs (Mobile Measurement Partners)
- SDKs



CERTIFICATIONS

- CIM UK - Level 6
- Product Marketing Alliance UK
- Product Analytics Certification
- Delivering the right communications
- Product Marketing Alliance
- Leadership for Product Managers
- Hubspot Inbound Marketing
- Marketing Communications - LinkedIn Learning
- Re-marketing MasterClass -Udemy
- Content Marketing Masterclass - Udemy
- Brand Strategy - LinkedIn Learning
- Brand Management Academy - In View

SKILL SET

- Budget Management
- Relationship Management
- Market Research
- Content Writing
- Collaboration and Relationship Management Skills
- Communication
- Strategic and Data-Driven
- FMCG Experience
- Stakeholder Engagement
- Experience in Sustainability
- Project Management
- Internal Communication Management
- Vision to. Play and Win

INTERESTS

- Learning about new Cultures
- Exploring new landscapes
- Reading books.

EXPERIENCE

UAC FOODS

Marketing and Corporate Communications Lead, UFL (Reporting to the Managing Director)

OCTOBER 2021 - DECEMBER 2023

- Revamped Supreme Ice-Cream's Brand Strategy, leading a successful relaunch that resulted in a 20% increase in brand recall and a 15% uplift in regional sales within 3 months.
- Spearheaded the launch of Kingsway Pastry Roll into the snacks category, securing distribution in 2,000+ retail outlets and contributing to 7% growth in category revenue in the first quarter post-launch.
- Managed all internal and external communications, ensuring 100% dissemination of innovation updates and business-critical announcements across stakeholders.
- Led content strategy and execution across digital and traditional platforms, resulting in a 35% increase in engagement and 50% growth in organic reach YoY.
- Organized quarterly media briefings, reaching over 5 million impressions across earned media to keep external stakeholders informed and invested.
- Chaired monthly portfolio strategy meetings, delivering data-led insights that drove consistent double-digit growth across priority brands.
- Resolved over 95% of consumer and customer complaints within 48 hours, significantly improving customer satisfaction and protecting brand equity.
- Developed brand storytelling frameworks that increased campaign resonance, leading to a 25% improvement in message recall across consumer focus groups.
- Negotiated and maintained key partnerships with vendors, clients, and advertisers, achieving cost savings of up to 12% on annual marketing spend.
- Planned and executed 12+ multi-channel campaigns annually, each tailored to specific verticals, achieving an average campaign ROI of 3.2x.
- Conducted continuous market research that identified new opportunities, directly influencing the launch of 3 new product innovations in under 18 months.
- Designed and delivered quarterly training programs for over 100 field partners and supervisors, increasing operational efficiency by 18%.
- Collaborated with creative and media agencies to ensure 95%+ delivery on campaign KPIs, including reach, engagement, and conversion targets.
- Managed and mentored a junior marketing team, leading to 2 internal promotions and consistent performance improvements across functions.
- Coordinated 40+ brand activations with the trade marketing team, boosting brand visibility in key markets and driving on-the-ground conversions by 22%.

DEL-YORK INTERNATIONAL , Senior Accounts Manager

JUN 2021 - OCTOBER 2021

- Defined and consistently upheld the digital brand identity across all CiG Group platforms, contributing to a cohesive brand experience and increased consumer trust.
- Drove a 30% increase in website traffic within 3 months by optimizing SEO, leveraging data-driven content strategies, and boosting engagement across key social media platforms—resulting in a measurable uptick in brand inquiries and sales leads.
- Designed and executed a comprehensive digital media strategy for the entire organization, which led to a 40% increase in online engagement and enhanced visibility for all sub-brands under the CiG Group.



EML ACTIVATIONS, Team Lead Accounts

FEB 2019 - JUN 2021

- Achieved a 75% increase in customer satisfaction by proactively resolving client issues and delivering timely, accurate solutions to brief-related challenges.
- Drove an 80% increase in customer retention through consistent execution of high-quality deliverables that aligned with brand goals and exceeded client expectations.
- Developed and implemented digital strategies focused on maintaining positive brand sentiment, which contributed to a 25% reduction in negative feedback across social media platforms.
- Planned and activated offline campaigns for clients, resulting in measurable increases in consumer engagement and retail sales, particularly during key promotional windows.
- Collaborated with Nigerian Breweries and International Breweries to bring brand visions to life through immersive activations and on-ground experiences that fostered brand love and increased top-of-mind awareness by 30%.
- Led cross-functional teams across creative, media, and event agencies to ensure seamless campaign delivery from ideation to execution.
- Executed high-impact BTL (Below-the-Line) activations across major cities, reaching over 500,000 consumers and generating increased footfall and trial rates.
- Managed post-campaign evaluation and reporting, tracking KPIs such as reach, engagement, footfall, and conversion to optimize future campaigns.
- Maintained strong client relationships, resulting in repeat business and expanded project scope across multiple campaigns.
- Trained and guided junior team members to ensure quality delivery and professional development, contributing to improved team efficiency and morale.

AMPLIFY DIGITAL , Account Manager

FEB 2015 - FEB 2019

- Drove business growth by expanding the client portfolio by 200% and increasing agency revenue by 75% through strategic pitches and client retention efforts.
- Led execution of over 150 high-impact campaigns, achieving strong ROI, national trends, and multiple industry awards for creativity and effectiveness.
- Pioneered digital innovations, integrating automation tools, data-driven targeting, and real-time performance dashboards to boost campaign efficiency and results.
- Built and nurtured high-performing teams, mentoring over 15 team members, reducing turnover by 25%, and establishing structured training and internship programs.
- Strengthened agency positioning by leading brand strategy for top clients, earning partnerships with Meta and Google, and driving thought leadership in the industry.

R E F E R E N C E S

- Upon Request.

