

# Anthony Oduro

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## Profile

- A proactive, highly efficient, innovative and methodical marketing professional with over 10 years extensive experience of supporting sales departments by reviewing, developing and defining overall marketing strategy.
- A motivational and inspirational leader capable of relating well with people at all levels with the flexibility of working well as part of a team or individually. Also capable of coaching and empowering individuals to enable them fulfil their potential whilst ensuring that they add value to the business.
- Extensive skills in design, IT, project coordination and administration with the proven ability to achieve deadlines and objectives, such as the production of the American British Business 2008/2009 and the Baltic June 2009 magazines.
- Effective communication and presentation skills usually demonstrated during client brief taking and project management and comfortable working in a fast paced, hands-on, growth orientated work environment and possessing a proven ability to ensure that brand messages, standards and communications are understood and implemented effectively.
- Capable of developing strategies and plans leading to growth and profitability, Identifying and winning new customer accounts hence improving business performance and revenue streams.
- Now looking forward to a making a significant contribution to the marketing department of a company that offers genuine opportunities for progression.

## Areas of Expertise

Direct marketing, Marketing plans, Site Engine Optimization (SEO) and Pay Per Click (PPC) campaigns, Client development Brand marketing, Sales presentations, Business to Business (B2B) and Business to Customer (B2C), Competitor analysis, Project management, Market research

## Career History

Blue Sequence Ltd Nigeria | 34B Akinsulire Street, Aguda, Surulere, Lagos | **Business Development Manager** | July 2011 to Date

### Responsibilities:

- Developed a marketing team to implement strategy and deliver on objectives
- Designed, implemented and facilitated an effective local and national marketing strategy
- Carried out effective research and intelligence into competitor products and other trends
- Constantly improving business development activities; overseeing and managing financial budgets
- Managing daily activities with PR, press and marketing communications agencies
- Developed partnerships and relationships with third parties to meet strategic objectives
- Identified key marketing opportunities for business growth
- Using digital/social media and websites for online campaigns
- Made sure that campaigns ran to deadline and on budget
- Budget setting and control, including measurement and return on investment
- Managed sponsorships for conferences and events
- Monitored and reported to senior managers on the effectiveness of strategies/campaigns.
- Set the scope, implementation, management and review of marketing campaigns.

### Achievement:

- Established the marketing team in Blue Sequence Ltd Nigeria

Blue Sequence Ltd London | 28 Brent Road, London, SE18 3DS | **Marketing Manager** | June 2009 to June 2011

### Responsibilities:

- Reactivated dormant client relations
- Improved client business growth through print and new media marketing
- Developed and recommended marketing programs to new clients
- Formulated strategies and plans to support business growth and development
- Promotion and sales of company merchandise
- Created sales and marketing collateral
- Pioneered business development activities securing key client accounts
- Conducted high level sales presentations with senior level executives
- Successfully contributing and meeting ambitious company objectives
- Demonstrated the business value of refocusing marketing activity on brand and service quality
- Redirected sales strategy to a consultative, customer-oriented approach and achieved record sales growth

**Achievement:**

- Increased the company's clientele through new account acquisitions
- Won new accounts such as Nigerian Catholic Chaplaincy UK; American Cleaners Nashville; Nigerian Catholic Chaplaincy Nashville; Timber of Calvary Ministry

Roxby Media London | The Diary House, Rickett Street, London, SW6 1RU | **Marketing / Brand Manager** | October 2004 to June 2009

**Responsibilities:**

- Built an entirely new staff of marketing professionals, following company's downsizing tenure
- Developed the marketing team to implement strategy and deliver on set objectives
- Designed, implemented and facilitated an effective marketing strategy
- Designed, developed and implemented a consumer research program that improved the results of the company's sales promotions
- Worked closely with clients to identify their needs and challenges and provided solution oriented campaign themes and timelines

**Achievement:**

- Rebranded two premier financial and maritime magazines (American British Business and the Baltic) resulting in record company's sales
- Directed development of business-to-business and business-to-consumer Marketing programs that drove incremental annual sales of £1.5 million
- Designed, implemented the first British Australian financial business digest, which improved business ties between the British and Australian chambers of commerce

Woo Interactive Ltd London | 5 Northmoor, Inglemere Road, London, SE23 2BA | **Design Executive** | March 2004 - September 2004

**Responsibilities:**

- Trained and managed internal staff of nine
- Planned and directed all print and electronic advertising media
- Directed creative development and production of all outdoor advertising

**Achievement:**

- Directed the development of advertising campaign that successfully launched the first Forest Hill Youth Fair

Planet Press Ltd Nigeria | 443 Badagry Express Road, Alakija, Lagos | **Pre-press / Advert Designer** | May 2002 - February 2004

### Responsibilities:

- Scheduled, planned and coordinated production of print advertising
- Carry out pre-press production for print advertising
- Designed, scheduled and coordinated production of annual reports and magazine advertising
- Printed in-store seasonal and promotional signage

St Francis Capuchin Monastery | Nsugbe Onisha Anambra Nigeria | **Novitiate** | September 1998 - May 2001

### Qualifications

Bachelor's Degree: BA Business Studies with Marketing (2:1) | Thames Valley University, St Mary's Road Ealing, London W5 5RF | April 2007 – April 2010

Diploma: Certificate in Photography | Yaba College of Technology Lagos Nigeria | June 1996-June 1998

Diploma in Computer Studies (Upper Credit) | Institute of Management Education, Isolo Lagos | September 1990 – December 1991

WAEC: GCE | June 1990

### Leisure

Photo manipulation and retouching | General reading | Chess | Video Games

Thanks for the time you have taken to look over my curriculum vitae. You can assess my portfolio at [www.anthonioduro.com](http://www.anthonioduro.com) where you can review my designs, read more about my interests, contact me or join any discussions on my blog.

I look forward to hearing from you soon.

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