

BENEDICT AKANIMOH BASSEY

Remote (Nigeria) | Available 8:30 AM – 5 PM PST

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Professional Summary

I am a Marketing Operations & Growth Coordinator with 8+ years of experience managing multi-channel marketing execution across paid media, email, CRM, SEO, and social campaigns. Proven ability to translate business goals into structured marketing initiatives, coordinate vendors and cross-functional teams, and provide clear performance visibility to leadership. Experienced in CRM-driven environments (Zoho, HubSpot), campaign tracking (GA4, UTMs), and workflow management in fast-paced startup settings. Ownership-driven, execution-focused, and highly organized.

Core Skills

Marketing Execution & Alignment

- Multi-Channel Campaign Coordination
- Paid, Organic, Email, SEO Integration
- Campaign Planning & Timeline Management
- Creative Brief Development
- Brand Messaging Consistency

Vendor & Stakeholder Management

- External Agency Coordination
- CRM & Marketing Vendor Oversight
- Cross-Functional Team Alignment
- Scope, Timeline & Deliverable Management

Affiliate & Partnership Support

- Influencer & Creator Collaboration
- Social Partnership Coordination

- Campaign Performance Tracking

CRM & Marketing Operations

- Zoho CRM
- HubSpot
- ActiveCampaign
- Lead Capture & Automation Workflows
- Lifecycle Alignment & Attribution

Analytics & Reporting

- Google Analytics (GA4)
- Performance Dashboards
- ROI Analysis & Optimization
- UTM Tracking
- Funnel Performance Monitoring

Project Management & Tools

- Zoho Projects
- Structured Workflow Documentation
- Task Tracking & Accountability
- Weekly & Quarterly Priority Alignment

Professional Experience

Co-founder / Marketing Operations & Growth Lead

THEFLICKSON LTD (A Startup Consumer Subscription Platform, I co-founded) | August 2022 – Present

Served as the central marketing owner coordinating paid, email, social, and product initiatives.

- Translated revenue goals into structured marketing plans across paid media, email automation, and organic content.
- Coordinated creative assets, timelines, and messaging across social, paid campaigns, and lifecycle email sequences.
- Implemented Meta Pixel, GA4 tracking, and UTM frameworks to improve performance visibility.
- Increased subscriber engagement by 40% through structured lifecycle alignment.
- Managed external collaborators and ensured campaign execution stayed on schedule.
- Delivered performance reporting dashboards tracking CAC, conversions, and retention metrics.
- Reduced inefficiencies by standardizing marketing workflows and documentation.

Digital Marketing Specialist (CRM & Marketing Coordination)

Trustcrow Digital | January - September 2025

Acted as marketing execution lead, coordinating CRM, paid campaigns, and reporting.

- Centralized 3,000+ leads into Zoho CRM and built structured segmentation workflows.
- Coordinated paid media initiatives with landing page and CRM execution.
- Managed performance reporting and presented insights to leadership.
- Worked closely with sales and content teams to align messaging and campaign timing.
- Improved cost-per-lead by 30% through structured campaign refinement.

Technical Integration & Marketing Support Specialist

Debra Silverman Astrology (U.S.-Based Brand) | October - November 2025

Support marketing execution and operational alignment across funnels and lifecycle initiatives.

- Managed integrations between ActiveCampaign, WordPress, and LeadPages to support campaign execution.

- Coordinated promotional launches and evergreen marketing workflows.
- Resolved tracking gaps impacting attribution and reporting.
- Ensured marketing assets aligned with campaign strategy and lifecycle timing.
- Improved funnel reliability through system-level troubleshooting.

Digital Media & Marketing Consultant

iLLuSys LTD (My personal brand - I own this company) | March 2018 – Present

Provide marketing coordination, website management, and multi-channel execution for consumer packaged goods (CPG), eCommerce, and lifestyle brands.

Infinity Snacks (CPG – Food & Beverage Brand) | 2015 – 2018

A Nigerian consumer packaged goods company producing internationally standard, nutritious cereals, snacks, and beverages.

- Led website redesign and ongoing website management to improve product visibility and brand positioning.
- Coordinated and managed professional product photography to align with packaging standards and retail presentation.
- Managed social media presence, ensuring consistent brand messaging around quality, nutrition, and local production standards.
- Oversaw content updates, product listings, and website optimization to maintain alignment with evolving product lines.
- Ensured digital assets reflected international food production standards and premium positioning.

Vivano Beddings (eCommerce & Wellness Brand) | 2015 – 2019

A sleep-focused bedding brand positioned around enhancing sleep quality and overall well-being.

- Managed end-to-end eCommerce website operations, including product uploads, content optimization, and UX improvements.
- Executed paid media campaigns (Meta & Google Ads) to drive online sales and traffic.
- Managed social media presence, aligning messaging with sleep quality, comfort, and wellness positioning.
- Implemented SEO strategies to improve organic search visibility for product-related keywords.
- Coordinated product imagery and lifestyle visuals to reinforce brand authority in the sleep and wellness category.
- Supported campaign messaging aligned with the founder's positioning as a "sleep and wellness advocate."

Team Lead, Digital Innovations

Wild Fusion Ltd (Digital Agency) | October 2016 – February 2018

Led digital execution for multinational consumer brands, supporting high-visibility campaigns across landing pages, rich media, and third-party publisher placements.

Key Campaigns & Brand Experience:

Omo (Unilever) – “Just Like Mom” Campaign

Consumer engagement campaign encouraging user-generated content.

- Designed and developed the campaign landing page to support photo uploads and voting mechanics.
- Built functionality enabling users to upload photos of themselves and their mothers in matching outfits.
- Implemented voting system logic to drive participation and social sharing.
- Supported campaign amplification through digital channels to increase engagement.
- Contributed to high user participation and interactive brand engagement.

Knorr (Unilever) – [Taste Quest Season 3 Competition](#)

- Designed and developed HTML5-rich media banner ads for the Knorr Taste Quest competition.
- Built interactive banner formats optimized for third-party publisher placements.
- Coordinated media placements on high-traffic websites, including Linda Ikeji and other digital publishers.
- Ensured creative assets aligned with Unilever brand standards and campaign guidelines.
- Supported performance-driven digital amplification strategy.

Education & Certifications

B.Eng. Electronic Engineering – University of Nigeria, Nsukka

Certifications:

- [Fundamentals of Entrepreneurship - Draper University](#)
- Google Ads Certification
- Google Analytics Certification
- Facebook Blueprint (Meta Ads)
- LinkedIn Learning – Conversion Rate Optimization
- [LinkedIn Learning – Google Tag Manager](#)
- [Search Engine Optimization Professional Certificate by Moz](#)
- [Email Marketing Professional Certificate by Intuit Mailchimp](#)