

ONI ABUDU

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MARKETING SPECIALIST

Strategic Marketing and Communications professional with a BA (Hons) in Media and Communication Studies from the University of Nottingham. With stellar verbal and written communication skills, I am backed by 2+ years marketing and communications experience. From managing complex projects and developing marketing strategy, to analysing performance data and SEO, I thrive in not only turning ideas into action, but converting actions into results. With added skills in relationship building, event planning, and community management; I am adept in working in fast paced environments, and have proven results in driving growth through strategic communications, brand and content, and creative & data analysis.

PROFESSIONAL EXPERIENCE

Greenwich & Bexley Credit Union | Marketing Officer

Nov 2025 - Present

- Coordinated field marketing and events, including planning, execution, and on-site promotion, while sourcing branded merchandise and producing marketing collateral for partners and target audiences.
- Developed marketing performance reports and dashboards for the Board of Directors and Marketing Committee, presenting insights on campaign performance, strategy effectiveness, and ROI.
- Increased loan applications through targeted email campaigns and contributed to growth in Christmas Club savings account openings via a seasonal email marketing campaign.
- Lead social media marketing across LinkedIn, Instagram, and Facebook, designing brand-consistent templates in Canva, writing platform-specific copy, and tracking engagement analytics to inform content strategy.
- Executed marketing outreach and partnership campaigns, collaborating with payroll partners to deliver internal employee marketing initiatives.

RedCloud Technology | Marketing Assistant

May 2023 - May 2025

- Managed all PR communications between senior leadership and PR agency, creating a tracking system that accelerated article production and publication from 2 to 5 articles per month, surpassing organizational target.
- Designed and executed a LinkedIn content strategy that achieved an average 41% month-over-month engagement rate growth, resulting in a 22% increase in inbound inquiries from target B2B accounts.
- Managed corporate website content, contributing to overall digital marketing strategy that increased organic traffic by 2%.
- Utilised HubSpot to identify and create reports on trends in marketing performance data, improving corporate and regional marketing performance.
- Conducted competitor research project as a support for marketing efforts, which guided senior marketing team in key decision making on factors such as brand positioning.

EDUCATION

University of Nottingham, Nottingham

Sept 2019 - Aug 2022

BA (Hons) - International media and communication studies

Upper second class (2:1)

SKILLS

Marketing tools: Hubspot, Klaviyo, WordPress, Hootsuite, HowNow, Jasper AI, Facebook ads manager, Wix LinkedIn ads manager, social media (Tiktok, Instagram, Facebook, X, LinkedIn), Mailchimp

Creative tools: Canva, MS Office, Google Workspace, Adobe Express, Capcut

Core skills

Email Marketing, Campaign Management, Marketing Strategy, Social Media Management, Content Creation, Analytics, Canva, Budget Management, Field Marketing, Outreach, Partnerships, Reporting, Stakeholder Management, Membership Growth, Lead Generation

CERTIFICATES

Hubspot Academy - SEO, Social media marketing