OLUSOJI SAMSON OYEWOLE

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Portfolio | Edinburgh

Marketing communications specialist with more than seven years of experience across the third sector, education, fintech, publishing, and arts and culture. Career highlights include email marketing that helped Shelter train 8,000+ delegates supporting homelessness efforts across England, content design for a Science Museum Group online exhibition that drew 5,000 visitors in its first month, and content-led marketing that acquired the first 12 paying clients for a SaaS startup.

WORK EXPERIENCE

Shelter, London
UK housing and homelessness charity delivering advice, campaigns and policy change
Marketing Officer *(07/2025) – present*

- Deliver email marketing campaigns for MHCLG-funded programmes, contributing to training 8,000+ delegates in supporting homelessness efforts across England.
- Produce multi-channel content to promote Shelter for Professionals' commercial training offer, reaching housing and homelessness professionals across England.
- Manage Shelter for Professionals' LinkedIn page, growing the audience by 23% since July 2025 through editorial planning and content-led engagement
- Use AccessPlanIT to manage CRM data and campaign analytics, tracking lead conversion, producing performance reports, and identifying opportunities to improve training programme uptake.

Bradford College, Bradford
One of Yorkshire's largest further education colleges
Marketing Communications Executive *(10/2023) – (07/2025)*

- Managed National Apprenticeship Week 2025 campaign, generating 256 new leads in 7 days and securing 32 media mentions, resulting in 6.2 million impressions and £110.7k in advertising value equivalent (AVE) with no paid spend.
- Created high-value content, including video case studies, written case studies, newsletters, and social media copy, leading to a 64.1% increase in viewership and acquiring 1,200+ new social media followers over 6 months in 2024.
- Managed multi-channel marketing campaigns for apprenticeship and adult learning programmes, reaching 75% of student recruitment goals for the 2023/2024 academic year.

Science Museum Group, Bradford
The world's leading group of science museums
Content Design Intern *(06/2023) – (08/2023)*

- Led content design for From Lab to Lens, an online exhibition on chemistry and photography that attracted 5,000+ unique visitors in its first month.
- Wrote display copy, object interpretations, and multimedia labels for gallery installations at the Science Museum (London) and the National Science and Media Museum (Bradford).
- Translated complex scientific content into clear, accessible language for public audiences across age groups and backgrounds.

Evolve Credit, Lagos
SaaS lending startup
Marketing Communications Lead *(08/2020) - (04/2022)*

- Developed a B2B content marketing strategy that acquired the first 12 paying clients for Evolve Credit's cloud lending platform.
- Wrote UX copy and content for the platform, landing pages, and lead magnets, improving user engagement and sign-up conversion.
- Conducted audience and market research to reposition the brand, resulting in a 25% increase in customer enquiries.
- Secured 15 media features in 2021–2022 through PR and outreach, building early credibility in Nigeria's growing fintech sector.

Ouida Books, Lagos
Independent literary publisher specialising in contemporary African fiction
Sales and Marketing Executive *(05/2018) - (08/2020)*

- Drove 450% growth in book sales (from 10,000 to 55,000 copies) across Nigeria and Sub-Saharan Africa through content-led marketing and community-building.
- Executed marketing campaigns and book tours for Stay with Me by Ayobami Adebayo, The Girl with the Louding Voice by Abi Daré, and Travellers by Helon Habila.

- Managed direct customer relationships and a regional network of stockists and distributors across West Africa, overseeing order fulfilment and account management to sustain a rapidly growing sales pipeline.

EDUCATION

MSc in Digital and Strategic Marketing (Merit) | University of Bradford, UK | 2022 - 2023
BSc in Psychology - 4.32 (2:1) | Federal University Oye-Ekiti, Nigeria | 2013 - 2017

SKILLS

Marketing Strategy & Planning, Content Design, Email Marketing (Adestra, Mailchimp, Brevo, ActiveCampaign), Copywriting, Public Relations, SEO/GEO Analytics & Reporting, CMS (Contentful, WordPress, HubSpot), Graphics & Video (Adobe Creative Suite, Figma, Canva, CapCut), CRM (AccessPlanIT)

CERTIFICATIONS & PUBLISHED WORKS

Marketing Communications Planning - Issued by The Chartered Institute of Marketing
From Lab to Lens**:** An online exhibition on Chemistry and Photography – National Museum of Science and Media
Bradford Young Promoters gig showcases local talent – Telegraph and Argus
How Two Bradford College Students Are Crafting A Sustainable Future in Fashion
Bradford College Students Represent Refugee Team at Paris 2024 Paralympics
Applied Science Student's Inspiring Journey to Imperial College London
Digital Campaign: Scripted and produced a documentary showcasing female STEM professionals to inspire more girls and women to consider STEM