

HIKMAT DOLAPO AKINLADE

Marketing Communication Specialist

M: (343) 988-8945 E: hikmahakinlade@gmail.com LI: [Hikmat Akinlade](#) LOC: Ottawa, ON, Canada

SUMMARY OF QUALIFICATIONS

- Result-driven communications specialist with a diverse background in marketing communication and human resources administration spanning over 3 years professional experience.
- Proven expertise in developing and executing strategic communication plans, skillfully utilizing digital channels and social media crafting to enhance brand awareness, engage key audience, and advance organizational goals.
- Demonstrated passion for leveraging targeted communication and marketing strategies to make a positive impact and advance organizations' missions and objectives.
- Exceptional project management skills evident in successful cross-functional collaborations that ensure time and budget compliant project completion.
- Master's degree in international business and a certificate in digital marketing.

WORK EXPERIENCE

Union Bank of Nigeria

2019-2022

Human Resources Help Desk Administrator

Jan 2021 – Jan 2022

- Contributed to the growth of a more informed and safety-conscious workforce by increasing the frequency of internal communication on health, safety, and industry practice by 60% thereby enhancing employee engagement and awareness.
- Optimized both current and exited employee communication, achieving a 45% improvement in issues resolution rates, thereby enhancing organizational efficiency.
- Leveraged data analytics on key HR metrics to inform recruitment strategies, employee development programs, and retention initiatives, contributing to a more productive and satisfied workforce.
- Streamlined the employee onboarding and offboarding experience through automation, significantly reducing turnaround time by 2 weeks and improving operational efficiency.
- Maintained the integrity and accuracy of employee data by consistently updating and managing records of over 7000 employees on Oracle HRMS, ensuring compliance and data reliability.

Product Manager (UnionLegend)

Jan 2020 – Dec 2020

- Overhauled the Bank's teenage banking proposition and successfully executed its go-to-market strategies within 8 months, thereby redefining standards for product launches.
- Employed targeted communications and engagement techniques to exceed market acquisition and deposit targets by 25% and 40% respectively, significantly surpassing expectations.
- Spearheaded the organization of webinars, focus groups, and market storms, consistently generating an average of 50 leads per event, subsequently increasing sales.

Customer Engagement and Communications Specialist

Sep 2019 – Jan 2021

- Coordinated and executed comprehensive schedules for both internal and external communications, as well as social media and website content, ensuring cohesive and unified brand message across platforms.
- Optimized email click and open rates by 15% and 25% respectively within a 3-month period through the strategic deployment of segmented communications across various digital marketing channels.
- Significantly contributed to the Bank's marketing goals by directing periodic marketing campaigns, leading to an impressive 70% success rate over the course of a year.

EDUCATION

- **Master of Science, International Business** 2022 - 2023
Ulster University, United Kingdom
- **Bachelor of Science, Banking and Finance** 2013 - 2017
Kwara State University, Nigeria

TECHNICAL SKILLS/TOOLS

- Microsoft Office and Google Suite
- CRM software (Customer File, SAS CI 360)
- Service management software (Manage Engine)
- HRIS (Oracle HRMS)
- Microsoft SharePoint, Google and Microsoft Forms
- WordPress
- Canva

VOLUNTEERING EXPERIENCE

Publicity Officer

2022 – 2023

Birmingham Samaritans

- Steered communication channels between stakeholders, thereby enhancing outreach and publicity efforts.
- Guaranteed the punctual dissemination of publicity materials to key contacts and organizations, ensuring maximum exposure and impact.
- Cultivated and maintained positive relationships with contacts, trustees, and other stakeholders, strengthening the organization's network and reputation.

PROFESSIONAL DEVELOPMENT

Technical Courses

- **Google Cybersecurity Professional Certificate** 2024
Coursera
- **Google IT Support Professional Certificate** 2024
Coursera
- **Fundamentals of Digital Marketing** 2020
Google