

Adaku (Ada) Nwoke

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Overview

Creative and data-driven professional with a track record of success in driving adoption, engagement and retention. Offering over seven years of experience in strategic planning, go-to-market strategies, and delivering high-impact marketing programs to educate customers and drive growth. Seeking an opportunity to leverage expertise in driving awareness and differentiation for products/features, collaborating with cross-functional teams and shaping product launches.

SUMMARY OF SKILLS

- Research and analytics
- Marketing strategy
- A/B testing
- Product Management
- Marketing Management
- Campaign Management
- Project Management
- Targeting/Segmentation
- Stakeholder Management
- Product/Feature launches
- Positioning & Messaging

RELEVANT EXPERIENCE

President's Choice Financial (Financial Services)

Product Marketing Manager, Customer Onboarding

July 2022 – Nov 2023

Developed, executed, and optimized programs to drive top-of-wallet usage on credit card portfolios and early adoption of critical behaviours to ensure customers' awareness of product value propositions and increase retention.

- Implemented strategies to educate customers on new products, drive early adoption of crucial behaviours and engagement for credit cards during the early stage of the customer lifecycle through automated and targeted campaigns.
- Developed and executed go-to-market plan for new products, created a roadmap for onboarding communications, content, and welcome kits for the new product launch and managed relationships with partners and stakeholders to align on positioning, messaging and branding.
- Conducted competitive and market research, leveraging insights to optimize the customer journey and increased product attachment rates by 9%.
- Collaborated with diverse stakeholders, including product, legal, compliance, sales, contact centre and operations, to achieve alignment on customer communications, marketing campaigns and timelines, while managing end-to-end project initiatives, tracking the status of deliverables against plan and ensuring thorough exploration and management of opportunities and risks.
- Led the go-to-market strategy for credit card product refresh, including card art, new card plastics, and card carriers to ensure products have competitive advantages in the market and increase credit card longevity in customer's wallets.
- Continuously monitored campaigns and dashboard performance to identify opportunities for improvement, shared data-driven insights, recommendations, and actionable items for immediate or future optimizations and enhancement.

Marketing Manager, Customer Management

Aug 2020 – July 2022

Owned end-to-end strategic planning and delivery of marketing programs to existing customers against tightly defined KPIs. Promote the adoption of new digital features for existing customers to drive growth, enhance user experience, and reduce operational costs.

- Developed and executed omnichannel marketing strategies that drove significant growth in customer adoption, engagement and retention.
- Managed creative development with our internal and external agencies to develop high-impact messaging, create engaging campaigns and deploy initiatives that drive growth and business results.
- Collaborated with cross-functional teams to build roadmaps and go-to-market strategies for new digital features, such as integrating the PC Optimum loyalty feature in the PC financial bank platform, which increased in account linking and app engagement.
- Monitored marketing budget and key performance metrics across marketing campaigns and channels to ensure spending and KPIs forecasted were being met while quickly adapting tactics and strategies based on learning and new opportunities.
- Collaborated with strategic partnerships across Loblaw enterprise to execute targeted campaigns that drove growth, cross-sell and tender penetration for PC financial and partners, contributing to a 10% increase in purchase value and exceeding spending by 160M over plan.
- Identified and brought data insights to life by conducting A/B testing on deployments to learn, improve and optimize our strategy continuously; developed campaign reports to present to stakeholders.

ManpowerGroup (Workforce Solution – B2B)

Marketing Specialist

Nov 2019 - April 2020

Collaborated closely with North American marketing team to develop B2B marketing strategies and execute integrated marketing plans, including asset creation and management, program development, campaign deployment and digital campaign management that supports the Canadian field organization's sales and marketing efforts.

- Executed marketing initiatives to drive new acquisitions and customer engagement across multiple platforms.
- Defined campaign benchmarks and KPIs, implemented segmentation and targeting strategies and analyzed campaign results to optimize marketing strategies.
- Leverage insights from surveys to create quarterly thought leadership content, sales materials and collateral such as landing pages, web page, newsletters, emails, blogs, whitepapers, social posts, case studies and customer stories/testimonials to support sales and lead generation efforts while ensuring adherence to the ManpowerGroup Branding guidelines.
- Tracked and analyzed campaign results, optimizing marketing strategies and campaign plans.

AscendantFX Capital Inc. (Fintech – B2B)

Marketing Administrator

March 2018 – Jan 2019

Managed all marketing activities such as developing marketing plans, creating marketing materials, organizing events and tradeshows/conferences, managing and monitoring all digital platforms, liaising with vendors and internal and external stakeholders, and managing and tracking the overall marketing budget.

- Developed strategic integrated marketing initiatives such as designing collateral, content creation, social media, press releases, events and tradeshows.
- Partnered with cross-functional teams such as operations, sales and account managers, compliance, and stakeholders on marketing initiatives and product launches.
- Created sales enablement materials and collateral, including briefs, personas, tradeshows collateral, pitch decks, one-pagers and more.
- Managed an annual marketing budget and calendar, ensuring that programs and initiatives were executed and delivered on time and within the stipulated budget.
- Analyzed marketing and industry trends to identify opportunities to reach new markets and create strategies to acquire new customers.

OTHER EXPERIENCE

The Lightning Group

Marketing Associate

May 2014 – Sept 2014

H&C Leasing Company

Marketing Coordinator

Jan 2010 – Dec 2012

EDUCATION AND CERTIFICATION

George Brown

Practical AI in Marketing

Product Marketing Alliance

Product Marketing Manager Certified

Centennial College, Toronto, Ontario

Postgraduate Certificate - Corporate Communications and Public Relations

Madonna University, Anambra, Nigeria

BSc. Political Science

TECHNICAL TOOLS

- Office Suite: MS Outlook, Word, Excel, PowerPoint, G-Suite
- Design tools: Adobe Photoshop, InDesign Illustrator, Sketch, Invision, Figma, Zeplin
- CRM/Marketing Automation: Salesforce and HubSpot
- Analytics: Tableau, Google Analytics, social media analytics, web analytics tools
- Collaboration: Jira, Confluence, Slack, MS Teams, Basecamp, Workfront, OneDrive, SharePoint, Miro

Dear Hiring Manager,

I am writing to express my interest in the Product Marketing Manager position at Clio. With a proven track record in strategic planning, go-to-market strategies, and implementing initiatives that drive growth, my skills and experiences align perfectly with the responsibilities outlined in your job description.

In my previous role as Product Marketing Manager at President's Choice Financial, I have successfully driven early adoption of key behaviours, increased usage for products/features, and impacted portfolio P&L. I fostered strong relationships with stakeholders across product, marketing, design, sales enablement teams and more, to drive alignment on go-to-market strategies and product positioning. I developed and executed multi-channel marketing campaigns that significantly drove product adoption, engagement and retention by collaborating with cross-functional teams to develop roadmaps and launch strategies for new products/features, resulting in a substantial increase in adoption and engagement.

My experience in defining product positioning, conducting in-depth market research, and implementing go-to-market strategies aligns seamlessly with the objectives of ensuring market entry and product adoption as articulated in your description. Additionally, my proficiency in collaborating with diverse teams and my track record in delivering impactful campaigns align perfectly with the collaborative and cross-functional nature of this role. I have consistently exhibited a problem-solving and strategic approach throughout my career while adapting swiftly to changing business priorities. I thrive in environments that demand both strategic thinking and hands-on execution. My analytical mindset, experience leveraging data to inform decisions, and executive communication skills make me an ideal candidate for this opportunity.

I am excited about the opportunity to join Clio and contribute to the company's growth. Thank you for considering my application. I look forward to discussing how my skills and experiences align with the needs of this position.

Sincerely,
Adaku (Ada) Nwoke