



# Toni Esu

Brand Marketing & Strategy | Social Media Specialist | Content Creation & Strategy

London, UK

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## Languages

English (Fluent)

## About

Experienced creative marketing and communications professional with an undergraduate degree in Mass Communication and currently a Marketing & Communications Master's student at the University for the Creative Arts, Epsom, Surrey, UK. A passionate problem solver with a values-driven mentality who loves helping brands resolve marketing challenges by developing and executing bespoke strategies toward achieving set goals. Specialties include social media marketing and strategy, content creation and curation, digital marketing strategy, customer engagement, project management, influencer marketing, creative and design direction, video editing, website strategy, and product development. Social Media Platform Specialties: Instagram, Facebook, TikTok, YouTube, Twitter & Snap Chat.

### BRANDS WORKED WITH

- Bilateral Communications
- Binwa Beauty and Fashion
- Mood Beauty
- Pulse Africa
- SME 100 Africa

## Experience

### ● Brand and Marketing Manager

Binwa Beauty and Fashion | Sep 2021 - Now

- Binwa is a black owned beauty and fashion brand operating in the UK and Africa. Responsible for creating, developing and executing brand marketing strategies on both online and offline platforms.
- Overseeing the brand's Social Media, Content Creation, Influencer Marketing & Ecommerce Website Management.
- Developed & executed a new social media content strategy to improve the brand's presence and impact on social media.
- Recorded over 100% increase in newsletter subscribers within 10 months.
- Recorded over 100% increase in website orders for the fashion category.
- Led a website revamp/redesign which made it more functional and seamless.
- Over 200% increase in followers on Instagram for the fashion category.
- Over 100% increase in post and page engagement for the beauty category.



### ● Digital Account Manager

Pulse Africa | Jan 2021 - Sep 2021

- Pulse is Africa's leading 360-degree digital marketing agency.
- Responsible for achieving the client's strategic brand and business objectives by working with clients to provide them with guidance and working with the internal team to achieve execution of strategies.
- Key accounts managed: Africa's Business Heroes (Jack Ma Foundation's flagship philanthropic entrepreneur program in Africa), First Bank of Nigeria, Samsung Heavy Industries Nigeria.
- Africa's Business Heroes: Managed the digital campaign for the program which brought in approx. 23,000 applications from entrepreneurs in all 54 African countries. Launched a content series focused on women entrepreneurs and successfully held 3 online webinars. Pitched and executed new content and social media strategy ideas to improve the brand's presence on all social media platforms.
- Samsung Heavy Industries Nigeria: Created, curated and executed new content calendars for the brand's social media pages. Reached and surpassed the year's target LinkedIn followers within 2 months of managing the account. Social media engagements, reach and impressions increased by over 100% within 3 months of managing the account. Received a letter of commendation from the brand manager for outstanding performance as the account manager.
- First Bank of Nigeria: Managed the brand's online advertisement monthly campaigns which recorded over 400,000 impressions and 2,000 clicks monthly.



## ● Brand Manager

Mood Beauty | Mar 2018 - Jan 2021

Mood Beauty is an African beauty and cosmetics brand dedicated to creating premium quality makeup products that cater to makeup artists and makeup enthusiasts.

- Developed and executed consumer marketing, social media marketing, and trade marketing strategies.
- Created and managed all the company's social media accounts across different platforms. Grew the Instagram page to 30K+ followers in less than one year of operations.
- Influencer Marketing: Liaised and engaged various influencers both local and international to promote the brand online & offline. Developed influencer marketing strategies for different campaigns which brought an increase in sales and followers.
- Trade Marketing and Supply: Acquired and managed relationships with various distributors/retailers within and outside Nigeria.
- Successfully planned and organized three (3) exhibitions/events for the brand.
- Undertook product research and development for products.
- Prepared marketing documents and creative assets for consumers and distributors.
- Prepared and managed the marketing budget.
- Supervised and trained three Interns as well as assigned tasks.
- Community Management.

## ● Communications Associate

Bilateral Communications | Mar 2017 - Mar 2018

Responsible for developing & executing PR and social media marketing strategies for clients.

## ● Head of Communications

SME 100 Africa | May 2016 - Mar 2018

SME100 Africa is a social enterprise that provides a platform empowering young entrepreneurs and small and medium scale enterprise to successfully scale and thrive in Africa.

- Responsible for developing & executing internal and external communications and marketing strategies.
- Created or oversaw the creation of promotional and informative materials for the company.
- Successfully planned and organized the company's events; workshops, conferences, press conferences, seminars, award shows, etc.
- Social media account manager for the company's pages.

## Education & Training

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2023 - 2024

### ● University for the Creative Arts

Master of Science, Global Marketing and Communications

2010 - 2014

### ● Covenant University

Bachelor of Science, Mass Communications