

AJ Adejumo

DIGITAL MARKETING SPECIALIST

Brand & Growth · Content & Creative · Web, SEO & AI

Contact

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Skills

MARKETING & GROWTH

Social media · Content strategy · Brand marketing · Paid social & PPC (Meta, Google, TikTok) · Influencer · Email · Campaigns · E-commerce

SEO & WEB

Technical & on-page SEO · Keyword & content strategy · Web design & build (Astro / React, AI-assisted) · Landing pages & CRO · A/B testing · GA4, Search Console & Semrush

AI & AUTOMATION

Custom LLMs integration · Prompt engineering · AI content workflows · AI-assisted development · Marketing automation

CREATIVE & CONTENT

Graphic design · Video editing · Photography & videography · Copywriting · Creative direction

TOOLS

Cursor · Claude Code · VS Code · Git/GitHub · Figma · Cloudflare · Shopify · GA4 · Ads Managers · Mailchimp · HubSpot · WaveSpeed · HeyGen · ElevenLabs · Adobe Suite (Photoshop, Premiere Pro, After Effects, Lightroom) · CapCut · Microsoft Word & Excel

Certifications

Meta Certified Media Buying Professional
Meta · 2026

Google Ads Search Certification
Google · 2026

Google Analytics (GA4) Certification

PROFILE

I'm a marketer who catalyses brand growth. Early in my career, I've already grown the TikTok page of the biggest motorcycle company in the world from **<60K to over 1M** followers; helped scale a London streetwear startup into a national brand with over **750K+** followers across all channels; and designed and shipped the website, SEO and AI integration behind marketing-technology SaaS platform Dasherly. I amplify brand messaging across every channel — social, content, paid media, web and email — driving **50M+** organic views and growing over **1.5M** followers across the brands I've worked with. I'm proud of my ability to own outcomes end-to-end, not just tick off tasks, which is why I move easily between the creative and the technical: branding and content on one side; web, paid media, analytics and AI on the other. With a First-Class Business & Management degree now added to my repertoire, I'm aiming to apply my skillset in a role that demands converting concepts into tangible results.

EXPERIENCE

Web, SEO & AI Consultant CONTRACT

Dec 2025 – Jul 2026

Dasherly, marketing-technology SaaS

Brought in to optimise website, landing pages, SEO and paid-ad creative, with full strategic and creative autonomy.

- Built and optimised the marketing website, landing pages and blog/content platform (using Astro, React, Cloudflare), architecting SEO from the ground up, achieving **~75,000** monthly organic visits with page-one rankings across 20 target keywords.
- Helped design and ship LLM-powered (GPT-4o-mini) outreach personalisation engine that improved customer results and lifted resubscription by **~13%**.
- Created the company's paid-ad creative (static & video assets for Meta and Google), combining hands-on design and motion editing with a professional AI-assisted production stack (using tools like WaveSpeed, HeyGen, ElevenLabs) to deliver broadcast-quality SaaS ads at a fraction of agency cost, cutting cost-per-acquisition by **~25%**.

Brand Marketing Content Executive

Jul 2024 – Dec 2025

Honda Motor Europe, Motorcycle Division

Hand-picked into a newly created role with full creative and strategic autonomy to lead youth (18–35) marketing across five European markets (UK, FR, IT, ES, DE).

- Grew the motorcycle division's TikTok from **<60K to over 1M** followers, with top videos surpassing **7.9M views**, and lifted channel engagement rate from 1.43% to **13%**.
- Built Honda's European youth-marketing strategy from the ground up on original Gen Z & Millennial research, presenting it at senior stakeholder meetings to align five markets.
- Brought paid media in-house, saving **£50K+** in agency fees in seven months and cutting cost-per-result **68%** (£0.85 → £0.27).
- Led influencer campaigns end-to-end: creative direction, talent scouting and paid amplification.
- Introduced a digital UGC workflow (StoryStream) that increased content submissions **1,300%**.

Social Media & Content Manager CONTRACT

Oct 2022 – Jun 2025

Dazone, fashion retailer

- Grew the retailer's social presence from scratch to **10.9K+** TikTok and **7.9K+** Instagram followers, with a content strategy matched to the brand's identity and audience.
- Led creative direction and produced all promotional graphics and content for product drops and campaigns, filming, designing and editing in line with the client's brief.

Paid Media & Content Manager

Nov 2021 – Jul 2024

No Sauce The Plug, fashion retailer

Joined the London retailer as its first dedicated marketer, owning social, paid media, SEO, web and content as it scaled into one of the UK's leading streetwear retailers (750K+ followers across all channels today).

- Built the brand's social presence from zero across Instagram, Snapchat and TikTok, creating the content engine and community that helped grow it into a nationally recognised streetwear name: **750K+** followers across all channels, **131K+** on Instagram.
- Ran paid media (Google Ads) and rebuilt SEO from scratch: saw a **230%** lift in CTR and **~700%** growth in search visibility, driving qualified traffic and sales to the Shopify store.
- Managed website product listings and produced all content (static and video) displayed on storefront.

Social Media Marketing Lead

Jun 2021 – Apr 2022

Marcvx, clothing brand

- Lead marketer for a launching clothing brand; grew its social audience from under 50 to **7,000+** followers across Instagram and Snapchat in under a year through consistent, East London culture-based content.
- Designed and built the brand's website and led all visual merchandising: product placement, layout and store presentation, and shot all product content.

Marketing Coordinator

May 2021 – Feb 2022

The Rehab Borough, physiotherapy & rehabilitation

- Conceived and delivered the clinic's most successful campaign to date, a collaboration with global artist **BNXN**, owning it end-to-end, from concept and shoot to edit and publish.
- Grew social engagement rate by **60%+** as sole content lead, producing all photography, videography and website/social content for one of the London's fastest-growing rehabilitation clinics.

Graphic Designer & Digital Marketing Consultant

Nov 2019 – Present

Freelance

- Built a freelance design and marketing practice **from the age of 16**, delivering for clients across fashion, hospitality and e-commerce, alongside full-time study and roles.
- Deliver E2E brand and content (logos, posters, banners, product photo/video shoots and social), and run digital campaigns for clients: paid social (Meta, Snapchat), Google Ads, email marketing and SEO.

EDUCATION**BSc (Hons) Business & Management · First-Class Honours**

2022 – 2026

Brunel University London

- **Dean's Ambassador**: selected and awarded for academic excellence with the responsibility of representing Brunel Business School at events & workshops, and open days for incoming business and marketing students.
- **Board of Directors, ACS Society**: helped lead one of Brunel's largest and most prestigious student societies.
- **Student Union Representative, Brunel Business School**: liaison between the Dean and BBS students, delivering tangible change and reforms to improve student experience and education.

A-Levels, William Perkin CofE School · Biology, Physical Education, Business Studies**GCSEs**, Alec Reed Academy · including English, Maths, Science & Design & Technology