

JOSEPH ADENIYI

Digital Marketing & Communications Graduate

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SELECTED ACHIEVEMENTS

- Raised €382 for Pieta House through a targeted digital marketing campaign.
- Increased Instagram engagement by 35% and generated 26,000+ influencer reach.
- Led Evergreen Grocer website launch, SEO implementation, and Google Analytics integration.
- Received strategic guidance and industry feedback from TBWA agency professionals.

PROFILE

Marketing graduate specialising in performance marketing, paid media, and direct-response copywriting. Built real-world experience leading website development, SEO implementation, and digital strategy for a live client while completing my degree. Commercially minded, analytically driven, and focused on marketing that produces measurable results. Actively seeking opportunities to contribute to growth-focused brands while continuing to develop expertise across performance marketing, content creation, and digital strategy.

MARKETING EXPERIENCE & PROJECTS

EVERGREEN GROCER — Website & SEO Lead

- Led development and launch of the company's first branded website using Carrd.
- Implemented SEO-focused content, landing pages, on-page optimisation, and local search strategy.
- Integrated Google Analytics and Mailchimp email capture systems.
- Contributed to SWOT analysis, competitor analysis, customer personas, KPI development, and SOSTAC planning.
- Supported campaign planning, client presentations, and performance reporting.
- Project received 90% satisfaction rating and full marks across all performance categories from the client.

PIETA HOUSE DIGITAL CAMPAIGN

- Raised €382 and increased Instagram engagement by 35%.
- Applied content marketing, SEO, and influencer outreach strategies.

OPTIMUM NUTRITION (TBWA BRIEF)

- Conducted audience research and developed positioning recommendations.
- Received guidance and feedback from TBWA professionals.
- Presented creative strategy concepts to broaden audience appeal.

PROFESSIONAL EXPERIENCE

MCDONALD'S DUBLIN | Crew Member | Nov 2024 – Present

- Engage with 100+ customers per shift and adapt communication styles to different customer needs.

- Consistently upsell promotional products, seasonal offers, and meal upgrades.
- Developed commercial awareness through influencing purchasing decisions and promoting campaigns.
- Maintained brand consistency and customer satisfaction in a high-volume environment.

EDUCATION

BSc Marketing (Honours) | *Technological University Dublin* | 2022–2026

Dissertation: Human or Machine? Consumer Perceptions of AI-Generated Versus Human-Created Advertising

Relevant Areas: Digital Marketing, Marketing Analytics, Consumer Behaviour, Marketing Communications, Research Methods.

CERTIFICATIONS

- Google Analytics 4 (GA4)
- Google Fundamentals of Digital Marketing
- Google Ads Search
- AI-Powered Performance Ads
- HubSpot SEO Certified
- HubSpot Inbound Marketing Certified
- HubSpot Digital Marketing Certified
- Copywriting for Social Media
- Learning to Write Marketing Copy

TOOLS & SKILLS

Performance Marketing • Paid Media (Meta & Google Ads) • SEO • Copywriting & Direct Response • Google Analytics 4 • CRO • Content Marketing • Consumer Psychology • Digital Strategy • HubSpot • Mailchimp • Canva • Tableau • Excel