DANIEL OKAFOR

Marketing Manager · Growth & Brand

CONTACT

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# Manchester, UK
in linkedin.com/in/danielokafor

SKILLS

- Brand Strategy
- Paid Social
- SEO & Content
- HubSpot
- Google Analytics
- Figma

LANGUAGES

English	Native
French	B2
Yoruba	Native

EDUCATION

BA (Hons) Marketing
University of Leeds
2014–2017

PROFILE

Growth-minded marketing manager with 7+ years across B2B SaaS and consumer brands—hands-on with paid social, lifecycle and brand. Led campaigns reaching 4M+ people and grew pipeline “from zero”.

EXPERIENCE

Marketing Manager 2021–Present
Northgate Software

'¤ Grew inbound pipeline 63% YoY—paid social + SEO programme across 3 markets

'¤ Launched rebrand in 11 weeks; NPS up 18 points post-launch

'¤ Managed £1.2M annual budget and a team of 5 marketers

Digital Marketing Lead 2018–2021
Bramble & Co.

'¤ Built lifecycle email programme—open rate 41%, revenue +£860K

'¤ Ran 120+ A/B tests on landing pages; CVR from 2.1% to 3.4%

Marketing Executive 2017–2018
Helix Retail

'¤ Coordinated 30+ influencer partnerships reaching 4M people

CERTIFICATIONS

& Google Ads Search Certification · 2024 & HubSpot Inbound · 2023