



# CYNTHIA ADEDIRAN

## DIGITAL MARKETING PROFESSIONAL

### CONTACT

+447984763127  
cynthiakadediran@gmail.com  
Springfield, Chelmsford,  
England, UK

[www.cynthiaadediran.com](http://www.cynthiaadediran.com)

## PROFILE

Seasoned Digital Marketing Manager with over 5 years of experience in ppc advertising, social media marketing, SEO, email marketing, website design, multimedia content creation, and digital advertising operations. Proven track record in driving brand growth and engagement across the e-commerce, tourism, entertainment, and media sectors. Seeking to leverage strategic insights and technical skills to lead digital initiatives

## WORK EXPERIENCE

### Comms Express Ltd

MAR 2025 - DATE

#### Marketing Team Lead

- Managing and mentoring a team of marketing professionals, assigning tasks, monitoring performance, and fostering a collaborative environment.
- Overseeing end-to-end campaign execution, analysing performance metrics, and optimising based on data insights to maximise ROI.
- Planning and managing the marketing budget effectively, ensuring cost-efficient campaign execution.
- Leading the creation and implementation of multi-channel marketing campaigns, including ppc, email, social media, and content marketing, aligned with business objectives.
- Ensuring consistent branding and messaging across all platforms, maintaining the company's strong market presence.
- Developing and reviewing high-quality content for blogs, newsletters, web pages, and promotional materials.
- Conducting competitive and customer research to identify trends, opportunities, and insights to inform strategy.
- Collaborating closely with sales, product, and external partners to ensure alignment and campaign success.
- Creating detailed performance reports and presenting key insights and recommendations to senior management.

### SparksAI Consulting

DEC 2024 - FEB 2025

#### SEO Strategist

- Designed company website in WordPress.
- Developed and implemented comprehensive SEO strategies.
- Conducted comprehensive keyword research and implemented on-page and off-page SEO strategies with SEMRush and Ahrefs.
- Optimised website architecture and content structure to improve crawlability and indexing with Screaming Frog.
- Setup and analysed metrics using Google Analytics and Google Search Console.