

# Chini Ogundare

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## Professional summary

Dynamic marketing manager with over a decade of experience across diverse industries, specialising in both B2B and B2C marketing. Skilled at transforming complex brand and product concepts into engaging stories that drive business growth and customer loyalty.

Proven expertise in lead generation, conversion optimisation, and customer engagement, with a strong passion for CRM, SEO, and creating memorable brand experiences. Adept at designing data-driven strategies and delivering visually compelling, results-focused campaigns across digital and traditional channels.

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## Technical toolkit (advanced)

**CRM:** Marketo, Salesforce Marketing Cloud, Pardot, HubSpot

**CMS:** WordPress, Webflow, Sitecore, Drupal, IBM CMS

**Data & Analytics:** Google Analytics 360, Adobe Analytics, Excel, Tableau, Power BI

**Design & Development:** HTML, CSS, JavaScript, Adobe Creative Suite, Figma

**Digital Advertising:** Google Ads, LinkedIn Ads, Facebook for Business, Microsoft Advertising

**SEO:** BrightEdge, Ahrefs, SEMRush, Screaming Frog, Moz, Google Search Console

**Project Management & Automation:** Jira, Confluence, Asana, Power Automate, Zapier

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## Professional experience

### Digital Marketing Manager, APAC & Japan

Genesys | Oct 2023 – June 2024 (Contract)

- Executed go-to-market strategies for new product features, aligning with global product roadmaps and increasing feature adoption.
- Collaborated with global product, sales, and engineering teams to advance lifecycle communications personalisation, enhancing customer engagement and retention.
- Increased click-through rates by 15% through localised email nurture streams and A/B testing.
- Boosted qualified leads by 20% through targeted paid social campaigns and optimised acquisition channels (including SEO) across APAC regions while maintaining cost efficiency.

- Managed website content updates and translation reviews, leading to a 20% increase in traffic and a 12% reduction in bounce rates on campaign landing pages.
- Developed regional product marketing content strategies, aligning with global brand standards and improving user engagement.

### **Web Content Developer**

*Transport for NSW* | Oct 2022 – May 2023 (Contract)

- Led migration of Integrated Management System from SharePoint to Confluence, driving a 40% increase in platform adoption.
- Achieved 100% WCAG accessibility compliance, improving site usability for all users.
- Reduced document approval time by 30% by streamlining Change Control processes.
- Managed user engagement initiatives, improving communication workflows across departments.

### **Marketing Manager**

*Novatti Group* | Oct 2021 – Dec 2022

- Led product marketing initiatives for the VascoPay app, enhancing user experience through improved navigation, intuitive design updates, and personalised features, resulting in increased user engagement.
- Developed and executed go-to-market plans for new product launches, driving adoption and customer engagement.
- Improved organic search traffic by 15% through comprehensive SEO strategy and technical optimisation.
- Owned Novatti and VascoPay website conversion targets, identifying new opportunities and collaborating with product and sales teams to implement improvements.
- Collaborated with cross-functional teams to align marketing strategies with product development and sales objectives.

### **SEO & Content Manager**

*Torrens University* | Feb 2020 – May 2021 (Contract)

- Led the successful migration of content for 12 college websites to Sitecore, maintaining SEO integrity while enhancing user experience.
- Increased content engagement by 25% through the development of SEO-friendly content guides.
- Integrated Salesforce forms on key landing pages, boosting lead capture rates by 20%.
- Optimised landing pages, improving site performance and user experience.

### **National Marketing Manager**

*Onsite Rental Group* | Feb 2019 – Dec 2019 (Contract)

- Developed case studies for mining clients, resulting in increased client interest and inquiries.

- Optimised the marketing budget, saving over \$35k annually by discontinuing unmanaged ad campaigns and negotiating the cancellation of redundant subscriptions.
- Improved LinkedIn engagement by over 60% in five months through strategic content creation.

### **Campaign Marketing Manager**

*Tecala Group* | Jan 2017 – Dec 2018

- Spearheaded the implementation of Marketo, driving an increase in cloud-related inquiries by developing and executing targeted lead nurture programs.
  - Developed and implemented lead scoring and post-campaign follow-up processes, coaching account managers on CRM optimisation and best practices.
  - Collaborated with product teams to align marketing campaigns with product offerings, resulting in higher lead conversion rates.
  - Managed multi-channel marketing campaigns, optimising for maximum ROI.
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## **Education**

### **JavaScript Development**

*General Assembly* | 2021

### **Master of Business Administration (Marketing)**

*University of Technology Sydney* | 2018

### **Diploma of Graphic Design**

*Martin College Sydney* | 2014

### **Bachelor of Arts and Science (Philosophy & Biology)**

*The University of Sydney* | 2012

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## **Entrepreneurship**

### **Resident Entrepreneur – Inventor of Oops! Formula**

*ProtoX, University of Sydney* | June 2019 – Dec 2019

- Developed a prototype for Oops! Formula, a roll-on adhesive for dresses and skirts, reducing riding up and twisting.
- Conducted market research and product testing, refining the product based on customer feedback.
- Collaborated with designers and chemists to bring the product concept to life.

### **Co-Founder, Head of Marketing & Operations**

*Dough Nuggets* | 2016 – 2019

- Led product development and go-to-market strategy, resulting in product placement in six IGA supermarkets and two SPAR stores.
  - Expanded sales channels by partnering with subscription boxes, increasing sales.
  - Designed packaging and marketing materials, boosting brand visibility and customer interest.
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## **Community involvement**

### **Volunteer Web Consultant**

*Pyrmont History Group* | Nov 2018 – Present

### **Member**

*Australian and New Zealand Mental Health Association Inc.* | Jan 2012 – Present

### **Volunteer (Various roles)**

*St Vincent de Paul Society* | Nov 2022 – Present

### **Primate Rehabilitation Assistant**

*Proyecto Carayá* | Jul 2012 – Oct 2012