RANIA OKAFOR

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SUMMARY OF QUALIFICATIONS

- Marketer who plans campaigns around clear goals and reports honestly on results.
- Experience across 2 employers, most recently as Marketing Manager at Brightline Agency.
- Comfortable across email, social and events.
- Known for clear communication with colleagues and for following work through to the end.

EDUCATION

University of Sydney — **Sydney**
BA Marketing — *2024*

PROFESSIONAL EXPERIENCE

Brightline Agency — **Leeds**
Marketing Manager — *Sept 2025 – Present*

- Organised a customer webinar series with over 600 sign-ups.
- Ran A/B tests on landing pages and email subject lines.
- Reported monthly on channel performance to the leadership team.
- Wrote product pages and case studies with the sales team.

Greenleaf Marketing — **Leeds**
Marketing Executive — *Feb 2025 – Aug 2025*

- Grew the newsletter list from 4,000 to 11,000 subscribers in a year.
- Ran three trade-show stands, from booking to follow-up.
- Planned and delivered weekly campaigns across email and social channels.
- Kept brand guidelines up to date and checked campaign assets against them.

INITIATIVES

Brand refresh

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

Customer story series

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

TECHNICAL SKILLS

General: Microsoft Office, Canva, HubSpot, Google Analytics
Languages: English (Fluent), German (B2)

CERTIFICATIONS

- Google Analytics Certification
- CIM Certificate in Professional Marketing

EXTRA-CURRICULAR ACTIVITIES

- Mentor for a school careers programme, helping students with CVs and mock interviews.
- Treasurer of a local sports club, keeping the accounts and membership list.
- Member of a community choir.

REFERENCE

Isabel Ortiz
HR Director, Northwind Retail
Contact: isabel@example.com