Dayo Adesanya

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PROFILE

Marketing and communications professional with five years across agency and in-house media. At Dilate Digital in Fremantle I lead brand strategy for 10–15 clients at a time, turning positioning into websites, content and campaigns that drive enquiries. Before that I spent four years at Big Cabal Media in Lagos, shaping go-to-market, event and merchandise campaigns with the sales team and leading a small creative team. Confident presenting to senior stakeholders and taking work from a rough brief to finished delivery. Master of Communication (Distinction), Murdoch University.

EXPERIENCE

Dilate Digital, Fremantle WA — Digital Producer

OCTOBER 2025 - PRESENT

- Lead brand strategy for 10–15 clients at a time, including positioning, tone of voice, target audience and key messaging.
- Turn brand strategy into conversion-focused websites, planning site structure, user journeys and calls to action around each client's lead goals.
- Set SEO and content direction for new sites, and brief digital strategists on search and paid campaigns so activity matches the brand strategy.
- Grew website traffic for SolarCare and Letto, and increased enquiries for LSSD after their relaunches.
- Built the brand and digital presence for the LawAustralasia portal, a shared platform for a cooperative of member law firms.
- Developed the positioning and strategic direction for Dilate's own new website.
- Manage client relationships end to end, from pitching and scoping strategy work to presenting recommendations.

Pitch Agency, Melbourne VIC — Digital Marketing Intern

FEBRUARY 2025 - MAY 2025

- Created SEO-optimised blog posts, website content, and digital PR publications, boosting search rankings.
- Developed Google Ads, Meta Ads, and EDM campaigns with high engagement rates.
- Collaborated with SEO specialists to implement keyword strategies and optimise web performance.

SKILLS

Brand and marketing strategy

Go-to-market and campaign planning

SEO and content strategy

Creative direction and brand development

Campaign analytics and reporting

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects)

Website and conversion strategy

AWARDS

Dean's School Prize
Top-performing postgraduate student, Murdoch University.

LAIF Award 2019 Association of Advertising Agencies of Nigeria.

Master of Communication
Graduated with Distinction, Murdoch University, GPA 3.66/4.

- Analysed campaign metrics to inform future strategies and improve ROI.

Murdoch University (MESH) — Student Consultant

OCTOBER 2024 - DECEMBER 2024

- Partnered with the Dean to develop a strategic communications plan for the launch of the Murdoch Academy of Communication and Creative Arts.
- Conducted stakeholder mapping and audience research to shape targeted messaging.
- Designed an alumni ambassador program to strengthen community engagement.
- Integrated branding across university events, digital screens, and promotional materials.

Big Cabal Media, Lagos — Marketing Manager

JANUARY 2021 - DECEMBER 2024

- Developed go-to-market strategy for TechCabal and Zikoko flagship content with the Head of Sales, setting the positioning used to win sponsor investment.
- Planned marketing and promotion for company events The Future of Commerce and TC Live. Event ad and sponsorship sales brought in around ₦15 million.
- Grew Instagram by 30,000+ followers over two years through targeted content and paid ads.
- Shaped the TechCabal/Zikoko merchandise campaign and tracked sales with the marketing team (1,000+ units sold).
- Partnered with the Growth team on company-wide campaigns, and on client campaigns for Google Africa and Paystack.
- Led a team of creatives, writing briefs, reviewing work and keeping the brand consistent across all channels.

EDUCATION

Murdoch University, Perth WA — Master of Communication (Distinction)

COMPLETED FEBRUARY 2025

Dean's School Prize for Top-Performing Postgraduate Student. GPA 3.66/4. Communications Manager, Murdoch African Society (2023-2025).

University of Lagos, Nigeria — Bachelor of Science, Mass Communication

COMPLETED FEBRUARY 2020

LAIF Award 2019, Association of Advertising Agencies of Nigeria.