

CLINTON 'MENA' INENE

Communication, Growth & Marketing Specialist

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Professional Summary

Accomplished Communication, Growth, and Marketing Specialist with over seven years of experience driving brand development, customer acquisition, retention, and communication strategies. Certified by the Chartered Institute of Marketing (UK), with expertise in enterprise design thinking to create and optimise marketing solutions. Proven success across non-profit, BFSI, FMCG, tech, and iGaming industries, delivering measurable business growth and sustainable brand impact.

WORK EXPERIENCE

Foundation for Sustainable Smallholder Solutions (FSSS)

Brand and Communication Strategist - Team Lead | Oct. 2024 - Present

- Led the rebranding of Syngenta Foundation Nigeria to FSSS, ensuring a seamless transition and sustaining stakeholder engagement and donor interest.
- Launched and directed the NGO's digital strategy, increasing brand visibility while establishing a consistent brand voice across platforms.
- Produced a video series showcasing impact on smallholder farmers and success stories of the Farmers' Hubs driving engagement and donor interest.
- Introduced the FSSS Annual Impact Report, boosting donor confidence in spending and strengthening long-term partnerships.
- Launched the Agri-Digest newsletter, growing a dedicated subscriber base to keep stakeholders informed on FSSS initiatives.
- Managed internal and external communications, securing media features to amplify FSSS's mission.

Skybet BSPORT Gaming Limited (B-sports.com)

Marketing Manager | Jun. 2024 - Sep. 2024

- Spearheaded acquisition, retention, and branding strategies, leading to a 25% rise in monthly deposits.
- Negotiated up to 50% cost savings with iGaming software providers.
- Led the rebranding initiative, conceptualizing the new brand name *7xwin*.
- Expanded offline marketing through a nationwide agent network and branded merchandise.

Soloti Gaming (Frapapa.com)

Associate Marketing Manager (Digital) | Nov. 2022 - Jun. 2024

Digital Growth Specialist - Team Lead | Mar. 2022 - Oct. 2022

- Achieved a 20% increase in web traffic and gaming revenue via a data-driven affiliate marketing strategy.
- Collaborated across teams to enhance user acquisition and retention.
- Implemented personalized marketing strategies, leading to a 30% uplift in player engagement.
- Scaled website traffic to 200K monthly visitors, driving a 57% conversion rate.
- Developed a successful affiliate marketing program, increasing sign-ups by 32%.

DKT International

Media & Communications Executive (Condoms) | 2020 - 2022

Digital Media Executive | 2020 - 2021

- Led digital campaigns, including influencer marketing, boosting digital reach by 18% YoY.
- Grew brand digital assets, achieving a 230% increase in followers and 186% rise in audience engagement.
- Successfully launched and scaled *Kiss Condoms'* digital presence.

Creative Studios

Digital Strategist | Feb. 2020 - Aug. 2020

- Developed digital marketing strategies to enhance brand awareness for multiple brands in my portfolio.
- Conducted market research and provided strategic content guidance.
- Achieved 80M+ impressions and 1.5M social media engagements for Custodian Investments' 25th anniversary.
- Drove 7,000+ downloads of *Adapt by Custodian* within 60 days on a \$1,000 budget.

MJDvent International

Digital Media & Marketing Executive | 2019 - 2020

- Designed email marketing campaigns and digital strategies for conference product awareness and boost attendance.

- Managed vendor relations, partnerships and corporate social media accounts.
- Created diverse content including social media, press releases and conference reports.

Handelsmerk Consulting

Digital Marketing Specialist (Part-Time) | 2017 - 2019

- Executed digital marketing strategies, improving brand awareness and lead generation.
- Managed SEO strategies to drive organic traffic.

EDUCATION

- **MBA in International Business**, Nexford University, 2023-2025
- **B.A. in Mass Communication**, University of Benin, 2011-2015
- **Diploma in Professional Marketing**, The Chartered Institute of Marketing (UK), 2021-2022

CERTIFICATIONS

- **Advanced Business Foundation**, Nexford University, 2024
- **Enterprise Design Thinking Practitioner**, IBM Digital Nation Africa, 2019
- **Google Certification in Online Marketing**, 2017
- **Certified Professional in SEM, SEO, SMM**, eMarketing Institute, 2017
- **IT WHIZ Certification**, NIIT, 2008

CORE SKILLS

- ✓ Strategic Marketing & Brand Management
- ✓ Digital Campaigns (SEO, SEM, SMM)
- ✓ Performance Marketing & Data Analysis
- ✓ Affiliate Marketing & Partnerships
- ✓ Customer Retention & Loyalty Programs
- ✓ Content Marketing & Communication Strategies
- ✓ Cross-Functional Team Leadership

TOOLS & TECHNOLOGY

- **Programmatic Advertising:** Eskimi DSP, Airtel Ads, Jubna, Opera Ads, Criteo
- **Affiliate Platforms:** PartnerMatrix, IncomeAccess, Trackier
- **Marketing Platforms:** Google Ads, Meta Ads, LinkedIn Ads
- **Web & Marketing Analytics:** Google Analytics, SEMrush, Similarweb
- **Product & User Behavior Analytics:** Mixpanel, Amplitude, Hotjar
- **Advertising & Attribution Analytics:** Google Campaign Manager, AppsFlyer, Adjust
- **BI & Data Tools:** Google Sheets, MS Excel, Tableau, Power BI
- **CRM & Email Marketing Automation:** HubSpot, MailChimp, ActiveCampaign, MailerLite
- **Graphic Design & Creative Tools:** CapCut, Canva, Adobe Creative Suite, Figma

TRAININGS & COURSES

- **The Chartered Institute of Marketing, UK (2022)** - Marketing & Digital Strategy, Managing Brands, Innovations in Marketing
- **IE Business School (2020)** - Integrated Marketing Communications
- **Northwestern University (2020)** - Leadership Communication & Sports Marketing
- **IBM Digital Nation Africa (2019)** - Coding & Cloud Technologies
- **Dartmouth College (2019)** - Omnichannel Strategy & Management
- **African Management Institute, Kenya (2016)** - Brand Building, Effective Communication
- **Enterprise Development Centre (Pan-Atlantic University) (2016)** - Business Development
- **Haptics Nigeria (2018)** - Basic Digital Skills Training

ACHIEVEMENTS

- 🏆 Secured a BOI/NYSC business training grant, leading to the establishment of **ZEKNE TECHNOLOGIES**.
- 🏆 Raised funding to build a digital ecosystem supporting Nigerian SMEs.
- 🏆 Delivered strategic marketing solutions driving measurable business growth.

SPEAKING ENGAGEMENTS

- 🎤 **The ONOF Masterclass (2021)**
Topic: The Key Pillars of Brand Building