

NIAL AWOGBORO



CONTACT

+353 89 955 0093
niallawo@gmail.com
linkedin.com/in/niall-awogboro
niallportfolio.netlify.app

Soft Skills

- Data-led Decision Making
- Cross-functional Collaboration
- Project & Priority Management
- Commercial Awareness
- Adaptability & Self-direction
- Stakeholder Communication
- Creative Problem Solving
- Relationship Building

CERTIFICATIONS & LANGUAGES

Google Ads Professional
AI-Powered
Performance Ads
Google Analytics
Email Marketing
Claude for Marketers
French (conversational)

Analytical, creative digital marketer with 2+ years' experience across content, web design, graphic design, paid media and digital campaigns. Skilled in Claude Code, paid social and performance marketing, with experience working independently and across teams.

467%
ROAS, paid Meta

1,900%
Impressions growth

€8.13
Cost per lead

400+
Event participants

PROFESSIONAL EXPERIENCE

Marketing & Communications Lead | *FeelTect, Ireland* Sept 2025 – June 2026

- Grew impressions 1,900%, digital engagement 200% and followers 40% in nine months through integrated demand generation, organic LinkedIn and YouTube campaigns, using a data driven approach.
- Supported delivery of EWMA international conference event: poster design, exhibition stand, bilingual English and German collateral, on-site logistics and partner coordination.
- Produced how - to and educational video series in DaVinci Resolve adopted by the commercial team as a client-facing sales enablement asset.
- Wrote marketing plan adopted by leadership, built six new WordPress and Elementor pages and presented performance reports with competitor benchmarking that shaped planning priorities.

Founder & Marketing Lead | *Athlone's Finest Events, Ireland* May 2023 – Present

- Ran paid Meta campaigns end to end: 467% ROAS at €8.13 CPL across 150,000+ paid views, using continuous creative testing and mid-campaign budget reallocation to improve return.
- Grew organic reach to 76,000+ monthly impressions and doubled followers across TikTok, Instagram and Facebook through a content calendar combining short-form video, reels, promotional graphics and on-camera pieces.
- Delivered live five-a-side tournaments end to end: supplier sourcing, venue logistics, on-site operations and post-event comms, with 400+ players to date and commercial sponsorships secured through audience data presentations.
- Designed and built athlonesfinest.com, implemented GA4 and Google Tag Manager, and reached a top-3 Google ranking for six-a-side tournament searches in Ireland through SEO-led content strategy.

EDUCATION

MSc Marketing Practice | University of Galway 2025–2026 | 2.1

BComm Marketing | University of Galway 2022–2025 | 2.1

Erasmus: Kedge Business School, Paris

ALSO WORTH KNOWING

Finalist, Real Impact Undergraduate of the Year 2025. LIFT Ireland facilitator. Circle K: 29% upsell conversion vs. 16% store average. University of Galway Football Team (Harding Cup).

REFERENCES

References available on request