

ANJOLAOLORUN ALABI

Waterloo, Canada | +1 647 936 6302 | anjolaolorunalabi@gmail.com

PROFESSIONAL SUMMARY

Strategic Product Marketing Manager with 8+ years driving data-driven go-to-market (GTM) strategies, product positioning, and cross-functional collaboration across SaaS, B2B, and tech sectors. Proven success translating complex product capabilities into clear, customer-centric narratives that fuel sales enablement, product adoption, and revenue growth. Adept at operating in high-ambiguity, remote-first environments and aligning marketing, product, and sales around measurable growth outcomes.

PROFESSIONAL EXPERIENCE

Britespan | Ontario | Marketing Manager

August 2023 – Present

- Delivered 35 % SMB acquisition growth and 12 % QoQ engagement uplift through integrated GTM and video marketing campaigns.
- Partnered with Product, Finance & CS to improve performance analytics and forecast accuracy, achieving 20x ROAS and end-to-end revenue visibility.
- Built AI agents and custom GPT tools that automated marketing ops (\$150 K annual savings, 15 hrs/week reclaimed) and produced AI-generated onboarding videos.
- Managed \$1.5 million annual marketing budget across paid, social, video and other channels.

Asset Digital Communications | Ontario | Growth Marketing Manager

May 2022 – July 2023

- Owned multi-channel acquisition strategy; drove 30% new user growth and 25% conversion uplift via paid search and social optimization.
- Partnered with Product and Engineering to integrate customer insights, accelerating adoption +20%.
- Designed scalable acquisition playbooks and reporting using SQL, GA4, and Looker.

A1T | Remote | Product Marketing Manager

July 2020 – June 2022

- Led GTM for product launches; achieved 35% user growth and 23% reduction in CAC through data-driven positioning and analytics.
- Implemented experimentation framework that consistently improved ad ROI by 67% across paid and organic channels.
- Enhanced retention and re-engagement +25% through lifecycle optimization.

IDP Education | Product Marketing

Jun 2017 – May 2022

- Managed global campaign launches across paid, social, and email, generating 43% quarterly growth in customer acquisition and reducing costs by 15%.
- Conducted market and competitor analysis to refine segmentation and messaging, directly informing new digital strategy that attracted 24M+ unique visitors.

DODO Design Agency | Digital Marketing Specialist

Jun 2017 – Dec. 2017

- Grew the agency's social media presence by 171% in six months through innovative content marketing and community engagement strategies.
- Used data-driven insights to optimize digital ad campaigns, improving client acquisition by 67% in six months.

EDUCATION AND CERTIFICATIONS

MBA	Carleton University	2025
Chartered Marketer	Canada Marketing Association	2025
Diploma, Product Marketing	Product Marketing Alliance	2021
Diploma in Professional Marketing	Chartered Institute of Marketing, UK	2021

MARKETING OPERATIONAL AND TECH

• Google Ads • YouTube/Video Ads • GA4 • SQL • Looker • HubSpot • Salesforce • Tableau • Data Studio • WordPress • HTML/CSS

RECOGNITION AND AWARDS

Award for marketing excellence, IDP Education	2019 & 2020
VC's prize at Obafemi Awolowo University.	2013