

DURU MARIO CHIEMELA

Growth & Product Marketer

Lagos, Nigeria • +234 703 892 3205 • Durumario04@gmail.com

PROFESSIONAL SUMMARY

Strategic Growth Marketer driving full-funnel acquisition, activation, and retention for consumer platforms in sports-tech, proptech, and entertainment. Proven ability to turn cultural moments into active users, demonstrated by scaling an early-stage gaming platform to **2,100+ registered users** and **₦5.11M+ in transaction volume**. Combines **CAC-driven performance marketing** with CRM automation, influencer partnerships, and community-led growth to build highly engaged, revenue-generating user bases.

CORE SKILLS

Growth & Product Marketing: Customer Acquisition, Activation, Retention & Reactivation, Funnel Optimization, Structured Experimentation, GTM Strategy, Positioning, Feature-to-Benefit Translation

Digital & Community: Paid Social (Meta, X) · Influencer & Partnership Marketing · Email Marketing · Community-Led Growth (WhatsApp, Telegram)

Analytics & Optimization: Campaign & Channel Performance · CAC/CPI/CTR Analysis · Retention & Cohort Analysis · UTM & Attribution · A/B Testing · Mixpanel · Budget Optimization

Brand & Leadership: Brand Voice & Messaging · Cross-Channel Messaging · Partnership Negotiation · Cross-Functional Coordination · Team Leadership

RELEVANT EXPERIENCE

Growth & Marketing Manager | fan iq

Jan 2025 – Present (Full-Time)

- Directed end-to-end go-to-market (GTM) strategy from positioning to market fit for a consumer gaming platform, leading an 8-month performance push **that scaled fan iq to 2,100+ registered users and drove an 18.5% free-to-paid activation rate (389 users converted to funded, active players)**.
- Managed influencer campaigns and a core creator roster across 16 activations (~₦3M total spend), notably directing a 3-week initiative with an 11-creator roster that acquired **879 users at a ₦506 blended CAC — 53% better than the prior campaign's CAC**.
- Managed ₦350,000+ paid social spend across Meta and X (UK & Nigeria), enforcing a 0.5% CTR pause threshold and reallocating weekly budgets based on CPI and activation rate to hit regional targets (<₦150 NG / <\$2 UK).
- Generated **₦5.11M+ in cumulative transaction volume across 6,700+ completed transactions**, scaling repeat play across multiple real-money gaming formats and achieving an average of **17+ repeat wagers per funded user**.
- Diagnosed the platform's primary retention drop-off point and mapped triggered re-engagement infrastructure across email, push, and in-app channels—**driving 11,700+ game sessions, lifting push CTR from 2% to 5%, and sustaining a 20% average email open rate**.
- Built zero-CAC acquisition pipelines via WhatsApp/Telegram community management and referral campaigns, **generating 100+ installs at \$0 CAC**, while securing strategic partnerships with football communities including 54footballxtra & Sporting Lagos reaching **400+ combined members**.
- Built a rapid creative production pipeline** (Figma, Jitter, CapCut) based on reusable asset templates. This cut delivery time from 2 days to 8 hours, enabling high-frequency A/B testing for paid ads and accelerating social media content output.

Marketing Associate | Hochela Limited — Proptech Startup

Jan 2024 – Jan 2025 (Full-Time)

- Spearheaded regional omnichannel acquisition across Osun State, successfully growing student registrations from 0 to 745 in six months while concurrently driving early-stage agent and partner acquisition.
- Managed a 10-person on-ground activation team across targeted pop-ups and physical community outreach to build a localized user acquisition pipeline.
- Launched targeted social campaigns across WhatsApp and Facebook driving 5,000+ top-of-funnel website visits, converting 15% to student registrations.
- Directed organic growth and lifecycle operations**, managing a 2-person content team to execute the overarching SEO strategy and weekly email marketing sequences while serving as the final editorial checkpoint.
- Secured academic and corporate partnerships to drive omnichannel growth, executing local events across 3 university student bodies and co-hosting a digital webinar with IBS Consulting that captured 200 live attendees.

Event Marketing Coordinator | DFRNT Entertainment — Event Management

Dec 2021 – October 2023

- Directed end-to-end event promotion and visual merchandising for 3 flagship events, leveraging Meta ads, influencer marketing, and email campaigns to drive 1,000+ total attendees.
- Negotiated and secured ₦2,000,000 in corporate sponsorships and in-kind support by pitching high-value partnerships to major brands, including Terraform and Tix Africa.
- Managed end-to-end production of all visual marketing assets, leveraging tools like CapCut, Premiere Pro, and Photoshop to design and edit promotional videos and digital flyers for distribution.

Sales Lead | DB's Gadgets — Consumer Electronics Retail

Jun 2023 – Nov 2023 (Part-Time)

- Leveraged social and audience analytics to map daily consumer touchpoints, optimizing proactive outreach strategies to lift overall product conversion rates by 40%.
- Converted an average of 30 daily inbound social inquiries into closed sales through strategic account management and rapid response execution.

CERTIFICATIONS

HubSpot Digital Marketing Certification — *Jan 2026*

TOOLS

Meta Ads Manager · X Ads Manager · Mixpanel · Mailchimp · Brevo · Figma · Jitter · Canva · CapCut · Notion · Claude · ChatGPT · Google Veo · ElevenLabs

EDUCATION

Federal University of Technology, Owerri — Bachelor of Medicine, Bachelor of Surgery

Expected 2027