Hannah Okafor

Digital Marketing Executive

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At a glance

5
years in digital marketing for retail and travel brands

£180k
of paid social budget managed each year

62,000
email subscribers, up from 38,000 in two years

3
product launches run from brief to results in 2025

Skills

- Paid social planning and reporting
- Email marketing and segmentation
- Copywriting and A/B testing
- Explaining results to people outside marketing

Tools

- Meta Ads Manager, Pinterest Ads
- Klaviyo and Mailchimp
- Google Analytics 4, Looker Studio
- Canva; Figma for simple layouts

Profile

Digital marketing executive with five years in retail and travel marketing, now running paid social, email and the content calendar for an online homeware brand. Plans campaigns from the numbers, writes and tests the copy, and reports results in plain terms to the people who sign off the budget. Looking for a senior executive or campaign manager role at a consumer brand.

Experience

Digital Marketing Executive

Kestrel & Sloe Homeware, Leeds · March 2023–present

- Plan and run paid social campaigns on Meta and Pinterest with a £15,000 monthly budget, reporting cost per order every week.
- Grew the email list from 38,000 to 62,000 with a style quiz at sign-up and a five-email welcome series.
- Ran three product launches in 2025 with the buying and design teams, from the brief and timeline to the results report.
- Write and test subject lines and ad copy; the winning versions now make up the brand's copy guide.

Marketing Assistant

Wharfedale Small Group Tours, Harrogate · September 2021–February 2023

- Scheduled social posts and the monthly newsletter for a family-run tour operator with 14 staff.
- Rebuilt the brochure request form, which cut incomplete requests from about one in five to one in twenty.
- Pulled weekly website and booking figures into one report for the managing director.

Education

CIM Level 4 Certificate in Professional Marketing

Chartered Institute of Marketing · 2024

BA (Hons) Marketing and Communications, 2:1

Airedale University · 2018–2021