

OPEYEMI (OB) BABATUNDE

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Creative and strategic marketing professional with 8+ years of experience developing brand narratives, executing multi-channel campaigns, and managing digital communications. Proven expertise in social media strategy, AI marketing tools, and platform integration. Adept at leading teams, optimizing workflows, and using data insights to drive measurable results across nonprofit and private sectors.

AREA OF EXPERTISE

Digital Marketing Strategy	Stakeholder Engagement	Social Media Management
Brand Development	Content Creation & Storytelling	AI Marketing Tools
Paid Ad Campaigns	Marketing Analytics	SEO & Web Funnels

PROFESSIONAL EXPERIENCE

Marketing Specialist, Crittenton Services for Children & Families – Fullerton, CA **August 2025- Present**

- Lead digital marketing and communications for a multi-program nonprofit.
- Manage content and marketing materials across social, email, web, and print platforms.
- Execute multi-channel campaigns for fundraising, donor engagement, staff communications, events, and organizational milestones.
- Analyze performance data to optimize strategy, messaging, and reach.
- Collaborate with leadership and program teams on strategic communications.

Marketing Director, Odabi Industries – Oakland, CA **April 2024- August 2025**

- Developed and implemented digital marketing infrastructure for internal planning and execution.
- Led branding, web, and creative projects in alignment with business growth goals.
- Managed team workflow, project deadlines, and budget adherence across campaigns.
- Coordinated training resources and digital promotions to support client initiatives.

Market Research Instructor, Fresno Black Chamber of Commerce– Fresno, CA **July 2022- April 2024**

- Delivered hands-on market research training for small business owners and entrepreneurs.
- Designed curriculum and marketing materials to improve program engagement.
- Led virtual workshops to support business development and digital strategy.

Director of Marketing Communications, SDMC – Olympia, WA **May 2023- Jan 2024**

- Oversaw strategic communications for SDMC and partner brands across digital platforms.
- Directed press outreach, internal messaging, and stakeholder updates.
- Collaborated with legislative and community organizations on content and campaign alignment.
- Optimized public relations, social media, and email engagement using data-driven insights.

Marketing Strategist, Scribe Media – Austin, TX **Dec 2022- May 2023**

- Created personalized digital strategies aligned with author branding goals.
- Managed end-to-end campaigns using social media, outreach, and analytics tools.
- Maintained strong client relationships and solved project challenges efficiently.
- Integrated internal creative resources to enhance campaign outcomes.

Marketing & Events Coordinator, SD Black Chamber of Commerce – San Diego, CA **Feb 2022- June 2022**

- Created dynamic marketing campaigns on multiple marketing channels with specific KPI's in mind.
- Managed multiple social media accounts and created an automated content calendar for each.
- Planned and hosted in-person and virtual networking events for local business leaders and entrepreneurs.
- Developed unique graphic designs for marketing and promotional purposes.
- Cultivated and maintained relationships with new and existing members in the San Diego.

EDUCATION

Bachelor's in Business Administration- California State University – Bakersfield