

ONYAIT ODEKE

Growth Marketing & Go-To-Market Lead
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PROFILE

Growth Marketing professional with over a decade of experience leading Go-To-Market (GTM) launches and full-funnel customer acquisition across Africa's fintech, telecom, and energy-access sectors. Proven track record designing and executing multi-channel growth strategies paid, organic, content, and lifecycle across 8+ African markets, driving strong month-on-month acquisition growth and measurable reductions in churn.

I have worked with both start ups, agencies and corporates managing budgets against acquisition cost and revenue targets, and presenting data-backed recommendations directly to founders and senior stakeholders.

CORE SKILLS

- Growth Marketing, Go-To-Market (GTM) Strategy & Execution
- Customer Acquisition, Activation & Retention (CAC / CLV / Churn Reduction)
- Multi-Channel Campaign Management: Paid (Google Ads, Meta, Social), Organic, Content & Lifecycle/Email
- Marketing Measurement & Reporting: KPI Dashboards, Analytics, Weekly Performance Reporting
- Budget Management & Media Buying
- Voice of the Customer (VOC) & Market Research, Actionable Insight Generation
- Brand Strategy, Content Creation & Stakeholder Communications
- Team & Self Leadership, Mentorship, Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Marketing Manager | **Ignite Energy Access** *Sept 2024 - April 2026*

- Collaborated with sales and collections teams on Customer Education and Value messaging and BTL activation support to achieve targets.
- Led a brand audit and alignment across 87 service centres and touchpoints nationwide, creating a uniform and stronger brand presence.
- Led and mentored the marketing team, building professional growth plans that enabled team members to hit career development goals within 12 months.

Growth Marketing Lead | **Eversend (Africa's Top Neobank)** *June 2022 - March 2024*

- Designed and executed commercial growth strategies, achieving a 25% month-on-month increase in new customer acquisition across 8 African markets.
- Developed data-driven lifecycle marketing initiatives, launching activation and retention campaigns that directly reduced customer churn and boosted first-time usage — core to sustaining supply/demand health on a multi-market digital platform.
- Ran quarterly Voice of the Customer (VOC) surveys and analysed behavioral data to generate actionable product insights and optimise onboarding funnels for higher conversion.

Manager, Digital Services (Go-To-Market) | MTN Uganda May 2019 - May 2022

- Directed end-to-end Go-To-Market strategy for a portfolio of 8 digital consumer products, owning trial, adoption, and commercial growth from launch.
- Partnered cross-functionally with product teams to iterate on offerings and establish product-market fit, delivering 8% YoY growth in active subscribers and a 2.5% increase in digital revenue.
- Produced weekly performance reports and GTM/business intelligence insights for senior leadership to guide strategic decision-making.

Digital Lead | Metropolitan Republic Jan 2017 - Feb 2019

- Led the digital department managing 7+ key accounts, including Stanbic Bank, Shell, Uganda Breweries, Sheraton Kampala Hotel, Eskom, and Sadolin.
- Built trusted client relationships and delivered hybrid online/offline multi-channel campaigns that increased engagement and strengthened brand presence across multiple industries.

Editor, Mobile Tech / Head of Marketing | Dignited Jan 2013 - Dec 2016

- Developed and managed marketing strategy, plans, and budgets for Dignited and its sister products, generating \$6K in monthly revenue.
- Conducted market research and competitive analysis, adjusting tactics to protect brand position and drive sales development.
- Identified and pitched prospective clients, converting them into satisfied customers, while contributing to product development to keep the portfolio relevant and profitable.
- Produced 4 thought-leadership pieces monthly on mobile and consumer technology, establishing Dignited as a go-to platform for tech industry insights.

TRAININGS & CERTIFICATIONS

- Growth Marketing Mini Degree – CXL Institute (2025, ongoing)
- Project Management Certification – Coursera/Google (2026, ongoing)
- Google Ads App Marketing Certification
- Google Analytics for Beginners
- Fundamentals of Digital Marketing – Google Digital Academy
- Twitter University (Twitter Ads)

EDUCATION

CIM Affiliate / Professional Certificate in Marketing (Level 4)

Chartered Institute of Marketing (CIM) UK, 2013-2014

Bachelor of Laws Degree

Uganda Christian University, 2007-2010