

PRAISE MARTIN-OGUIKE

B2B SALES PROFESSIONAL | STRATEGIST | DIGITAL MARKETING SPECIALIST

SUMMARY

Accomplished B2B Sales Professional and Digital Marketer with a proven track record of success in high-pressure, team-oriented environments. Former NFL player known for leadership, dedication, and responding to adversity. Extensive experience in B2B digital marketing, delivering results for organizations of various sizes. Excel at developing and executing strategies that drive business growth, optimize brand visibility, and foster strong client relationships.

EDUCATION / COURSEWORK

Yale University | October 2020
Digital Marketing Certification

Temple University | Class of 2015
Bachelor of Arts, Criminal Justice

The PROLIFIC Institute | June 2023 – Present

- 12-month career readiness program that focuses on the holistic development and upskilling of former student-athletes in their professional lives after sport.
- Emotional Development framework that focused on community coaching, awareness of transferable skills, and wholehearted leadership.
- Professional Development framework that provides access and coaching to understanding how to leverage unique skill sets from sport to maximize performance in business development job opportunities.

ADVANCED SKILLS

B2B Brand Management
Customer Relationship Management (CRM)
Email Marketing
Content Creation
Graphic Design (Adobe Photoshop)
Video Editing (Final Cut Pro)
Account Management (Salesforce)
Event Marketing
Keyword Research
Search Engine Marketing (SEM)
Google Ads
Google Analytics
Web Analytics
Microsoft Office Suite:
PowerPoint, Word, Outlook, Excel
Social Media Platforms:
LinkedIn, Facebook, Twitter, Instagram, TikTok, YouTube
Collaboration Tools:
Microsoft Teams, Canva, Monday.com, MailChimp,
WordPress, Zoom, Slack, WhatsApp

EXPERIENCE

Freelance Digital Marketer | Sept. 2021 - May 2023

- Built and implemented B2B digital marketing systems, executed successful campaigns, created compelling content, and managed client projects.
- Expertise in B2B brand management, copywriting, video production, SEO, and strategic consulting.
- Achieved measurable results, including 53% increase in lead generation and 35% growth in client revenue.

Digital Marketing Manager | Project NIA, Inc.

Houston, TX | Apr. 2021 – Sept. 2021

- Developed and executed B2B digital marketing strategies that drove business growth and increased brand visibility.
- Planned and promoted brand activations, resulting in an 86.7% social media reach through content creation and social media marketing (SMM).
- Optimized Google profile, targeted local small to midsize businesses, and strengthened brand identity, leading to a 12x increase in LinkedIn applications.
- Improved HR traffic with videos, enhancing retention, attracting recruits, and leveraging SEO for increased visibility and community-building.

Sales and Marketing Intern | Bayway, Chrysler, Dodge, Jeep, Ram

Pasadena, TX | Jan. 2021 – Apr. 2021

- Increased customer traffic and drove sales at the #1 auto dealership in South Texas by implementing effective marketing strategies, utilizing CRM systems and data analytics, to enhance the sales process and overall customer car buying experience.
- Supported sales team that achieved 40% increase in customer conversions year over year and contributed to 35% growth in revenue from Q1 2020 pre-pandemic numbers.

Intern | U.S. Chamber of Commerce | Washington, D.C. | Jan. 2019 – Apr. 2019

- Collaborated with the U.S. – Africa Business Center Team to develop and implement strategies to promote investments and trade between African and American companies.
- Assisted in organizing meetings with over 60 Fortune 500 companies, gaining insights into global business practices and supporting member relations.
- Met with the president and CEO to discuss and introduce potential trade and business development opportunities in Nigeria.

PROFESSIONAL SPORTS EXPERIENCE

Canadian Football League | Ontario, Canada | August 2021 – May 2023

- Ottawa Redblacks (Defensive End)

XFL Football League | Seattle, WA | December 2019 – April 2020

- Seattle Dragons (Defensive End)

National Football League

- Arizona Cardinals (Defensive End) | Phoenix, AZ | January 2018 – January 2019
- Miami Dolphins (Defensive End) | Miami, FL | May 2017 – September 2017

CONTACT

Praisemartin2@gmail.com | 732-925-0247