

TEMI AJANAKU

San Marcos, TX 78666 • 832-605-7717 • Temiajanaku01@gmail.com

www.linkedin.com/in/temi-ajanaku

SUMMARY OF QUALIFICATIONS

Marketing and business professional with experience across digital marketing, customer-facing financial services, market research, and campaign execution. Skilled at translating customer insights into marketing strategies, identifying audience needs, developing compelling messaging, and using performance data to improve engagement. Experienced in creating and executing digital campaigns and developing product marketing projects focused on positioning, go-to-market strategy, customer insights, and product-market fit.

EDUCATION

August 2021-2025

Bachelor of Business Administration in Marketing & Management

Texas State University, San Marcos, Texas

- **Concentration:** Marketing and Management
- **GPA:** 3.67, **Major GPA:** 3.81

EXPERIENCE

Inside Sales Representative

January 2021 – May 2021

Cutco,

- Used customer discovery and consultative selling techniques to identify needs and communicate product value.
- Managed prospect outreach, appointments, and follow-ups while maintaining an organized sales pipeline.
- Generated leads through direct outreach and networking while tracking performance against monthly goals.
- Achieved a 200% ROI on a \$500 monthly budget through targeted lead-generation activities.
- Developed customer-facing presentations tailored to individual customer needs and business objectives.

Licensed Insurance Agent

July 2021 – October 2024

Allstate Insurance Company, Houston, Texas

- Conducted customer discovery conversations to understand individual financial protection needs, pain points, and priorities before recommending solutions.
- Translated complex insurance products and policy options into clear, customer-focused messaging tailored to different audiences.
- Managed leads through prospecting, referrals, networking, and outbound outreach while maintaining a customer-focused sales process.
- Used customer feedback and conversations to identify objections, improve communication strategies, and increase customer satisfaction.

Digital marketing specialist

February 2020-present

Instagram

- Develop and execute digital marketing strategies designed to grow audience awareness, engagement, and brand presence across Instagram.
 - Conduct audience and content research to identify trends, user interests, and opportunities for improved content performance.
 - Translate audience insights into content concepts, messaging, and digital campaigns designed to increase engagement and reach.
 - Analyze content performance and platform trends to optimize messaging, creative direction, and audience targeting.
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Product Marketing Projects

Independent Product Marketing Portfolio

Smart Hydration Water Bottle — GTM Strategy

Developed positioning, target audience, market research, messaging, launch strategy, and success metrics to drive product adoption and engagement.

Meta Case Analysis — Product & Growth Strategy

Analyzed consumer needs, competitive positioning, product opportunities, and growth strategies to identify opportunities for user acquisition and engagement.

MuseFlow — Independent Product Concept

Created an artist-focused digital product concept, developing customer insights, product positioning, UX flows, messaging, and GTM strategy around identified user pain points.

Skills

Go-to-Market Strategy • Product Positioning • Messaging • Market Research • Customer Insights • Product-Market Fit • Competitive Analysis • Audience Segmentation • Product Launches • User Acquisition • Marketing Strategy • Growth Strategy

TOOLS- Figma • Canva • Adobe Creative Suite • Microsoft Excel • PowerPoint • Microsoft Word

BUSINESS- Customer Discovery • Consultative Selling • Data Analysis • Presentation Development • Cross-Functional Communication • Project Management