

Daniel Ebitunmise (MBA, CM)

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Brand Strategy & Execution | P&L Ownership | Innovation & Integrated Marketing | Data-Driven Growth

Canadian Chartered Marketer (CM) and MBA graduate with 7+ years of experience in brand strategy, integrated campaign execution, and marketing operations across global CPG and B2B markets. Proven track record building and executing data-driven marketing programs, managing cross-functional stakeholders, and translating strategy into measurable commercial outcomes. Experienced in campaign planning, budget management, agency and partner coordination, and performance reporting. Brings a strong operator mindset with the ability to manage multiple concurrent programs with precision and deliver results in fast-paced environments.

PROFESSIONAL EXPERIENCE

MBA Candidate

03/2025 – 03/2026

Ivey Business School – Western University

Strategy, Marketing & Entrepreneurship

Customer Retention Manager

03/2024 – 02/2025

Rogers Bank

- Within six months, reduced customer churn by 5% and maintained a 98% CSAT score through analytics-driven retention initiatives and personalized outreach.
- In Q3 2024, implemented workflow enhancements and team training programs that improved service efficiency by 15% and lowered complaint escalations.

Marketing Operations Manager, Sales Forecasting & Commercial Planning

10/2022 – 02/2024

The Coca-Cola Company

- Improved forecasting accuracy by 10%, strengthening alignment between brand plans, supply, and commercial execution.
- Delivered +5% revenue growth and +2.5% volume increase YoY by converting sales data into actionable regional strategies.
- Advised category leaders using Nielsen and Euromonitor data to identify competitive threats and design market-specific counter strategies that preserved brand leadership.
- Streamlined commercial planning by aligning marketing, finance, and supply chain teams, improving on-time project delivery and trade spend efficiency.
- Managed agency partners to deliver best in class OBPPC execution at retail and partner channels adapting activations to the distinct commercial realities of each market.

Brand Manager

03/2020 – 09/2022

The Coca-Cola Company

- Owned full P&L and brand strategy for a \$20M juice portfolio, launching two SKUs that delivered 17% sales growth and 5% margin gain within one fiscal year.
- Accelerated portfolio penetration by leveraging consumer insights and occasion-based marketing to deliver 23% engagement growth across digital and in-store activations.
- Directed the Schweppes brand relaunch in three major regions, generating \$300K+ earned media value, 20% social media growth, and heightened brand equity.
- Developed a three-year innovation roadmap grounded in market trends, financial modeling, and competitive benchmarking to guide future category growth.
- Led annual brand planning process including budget allocation, forecast alignment, innovation pipeline, and cross-functional commercialization

Program Manager, Partnership Marketing

07/2018 – 02/2020

The Coca-Cola Company

- Built Coca-Cola Africa's first influencer playbook, cutting partnership costs by 30% and driving 25% higher engagement across beverage brands.
- Executed a 9-month perception shift campaign for Schweppes with 10 celebrity partners, boosting brand love score by 5 points and exceeding awareness targets by 10%.
- Negotiated and managed 50+ sponsorships across music, sports, and campus events, delivering \$300K+ earned media value and 20% YoY brand growth.

Digital Marketing Analyst (PR & Partnership Marketing)**09/2016 – 02/2018***Quadrant MSL – Publicis Groupe*

- Led digital strategy, PR and Influencer Marketing across multiple client accounts, serving as the primary liaison for 10 multinational brands across CPG, Retail, Telcom, Aviation, and Fintech in Africa and Europe. Developed tailored digital strategies to support product launches, strengthen brand perception, and solve key business challenges.

EDUCATION

Master of Business Administration (MBA) – Ivey Business School

Focused on Business & Marketing Strategy, Operations & Entrepreneurship

London, On, Canada

Morrisette Entrepreneurship Scholarship – Western University

CERTIFICATIONS

Canadian Chartered Marketer – Canadian Marketing Association

Brand Management Certificate – eCornell University

VOLUNTEERING & LEADERSHIP

Fundraising & Engagement Committee – The LEADER Project

Director Sale & Marketing

Director Entrepreneurship Club

Communications Senator

London, Ontario

SKILLS

Brand Strategy • Innovation Development • P&L Management • Promotions • Communications Development • Category & Retail Strategy • Shopper Marketing AC Nielsen • Euromonitor • Power BI • Pricing & Promotion Analysis • Forecasting • Commercial Planning • Influencer Marketing • Content Strategy • SEO/SEM • CRM • Integrated Campaign Execution

TOOLS PROFICIENCY: Power BI, Google Analytics, Euromonitor, Nielsen Retail Audit.