

ROY DIKÉ

Brand Architect & Marketing Strategist

 **Video Cover Letter:** <https://youtu.be/JXpHmo-YPm0>
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"Creative alchemist. I turn data into gold, campaigns into connections, and ideas into brands people can't forget. With 6+ years driving growth in digital marketing, brand strategy, and multi-channel campaigns, I specialize in transforming analytics into revenue and brands into experiences."

CORE COMPETENCIES

Digital Marketing	SEO
Brand Strategy	PPC
Funnel Optimization	Social Media
Campaign Management	Analytics
Content Strategy	Paid Media
AI Marketing & Automation	

EDUCATIONAL MILESTONES

University of West Georgia
Bachelor of Science: Biology -
Biomedical Concentration
2008 - 2012

**AI & Digital Marketing
Certifications & Trainings**
Coursera, HubSpot Academy, and
Google (2023–2025)

Google - 2024
Google Digital Marketing &
E-commerce Professional
Certificate

ELVTR - 2022
Marketing Director's Curriculum
by Google's Aprajita Jain

Google - 2022
Data Analytics Program

PROFESSIONAL LINKS

Portfolio: www.overthynk.com/roydike
LinkedIn: www.linkedin.com/in/roydike
Brand Build: www.peaktox.com/

PROFESSIONAL EXPERIENCE

GROWTH MARKETING MANAGER **Wojo Media Agency** | 2025 - present

- Delivered high-impact client results across diverse industries: boosted fintech leads by 75% while reducing CPL by 76%, generated 221 real estate leads in one week at \$1.59 CPL, and delivered 48 coaching leads in 3 days at \$12 CPL for a restaurant business program.
- Built a centralized dashboard that streamlined campaign operations, logging ROAS, calls, and client task histories, improving reporting, collaboration, and accountability across 45+ accounts.
- Partnered with creative, copy, and media teams to launch multi-channel campaigns that consistently outperformed benchmarks, driving CTRs up to 6–8% and achieving 4X ROAS on e-commerce funnels.
- Managed 30+ client accounts, overseeing campaign launches, asset delivery, and approvals while serving as the primary client-facing contact for weekly Zoom calls and cross-functional alignment.

DIRECTOR OF BRAND MARKETING **Peaktox Clinic** | 2024 - 2025

- Boosted Google Ads CTR by 15% through AI-driven audience segmentation, generating 274 qualified clicks and 24 conversions in the first quarter.
- Increased user sessions by 131% and reduced bounce rate by 20% with a comprehensive website rebrand that optimized user flow and search performance.
- Enhanced retention by 18% by developing an omnichannel strategy that integrated email automation, loyalty programs, and in-person experiences.
- Improved bookings by 12% QoQ by introducing a real-time KPI dashboard for campaign performance and brand health monitoring.

MARKETING DIRECTOR **Happy Clinic® PLLC** | 2021 - 2024

- Increased lead acquisition by 20% by spearheading a cross-platform campaign strategy across social media, content marketing, and paid ads.
- Directed a \$1.4M clinic redesign, positioning the space as a lifestyle brand, which attracted 14% more new patients in 4 months and boosted revenue by 22% annually.
- Improved organic traffic by 45% by scaling a content-driven SEO strategy, ranking top for 8 high-value keywords in the competitive aesthetics market.

DIGITAL MARKETING & BRAND MANAGER **Happy Clinic® PLLC** | 2018 - 2021

- Launched and scaled five innovative treatments, driving a 25% surge in patient inquiries, a 20% increase in revenue, and expanding market share through data-driven marketing campaigns.
- Optimized digital presence through a \$30,000 rebranding initiative, enhancing brand recognition and engagement while maintaining strict budget control.
- Introduced a comprehensive social media strategy that grew Instagram engagement by 25%, leveraging influencer collaborations and audience insights to boost brand credibility.