
LOLA BANJO

Certified Digital Marketer | Creative Strategist | Brand and Storyteller | Culturally Competent
lola.banjo@gmail.com • 312.912.3471

PROFESSIONAL SUMMARY

Visionary and results-driven marketer with over 15 years of proven success in driving strategic marketing initiatives, building high-performing teams, and delivering exceptional business growth. Known for aligning cross-functional teams and executive leadership around unified marketing goals, optimizing ROI, and navigating complex, competitive markets. Poised to step into a role to spearhead innovative strategies and elevate organizational performance in a dynamic, growth-focused company.

PROFESSIONAL EXPERIENCE

DIRECTOR OF MARKETING COMMUNICATIONS

Dec 2021 – May 2025

Campbell & Company, a Fundraising and Executive Search Consulting firm in Chicago, IL and Seattle, WA

- Served as one of 10 key members of Campbell & Company's Executive Leadership Team, contributing to strategic decision-making and organizational priorities.
- Created and implemented integrated campaigns across digital, print, social, and email platforms to boost brand visibility and generate qualified leads, achieving year-over-year growth in lead quality, all while optimizing for maximum impact within budget for four (4) service lines.
- Led video production efforts, including brand storytelling, client testimonials, and thought leadership pieces, strengthening brand recognition and engagement across various digital platforms which generated over 200K views.
- Established the company's reputation as an industry thought leader through speaking engagements, panel discussions, and content contributions to key industry publications.
- Set and tracked organizational and department goals and key performance indicators (KPIs) to measure and improve impact.
- Oversaw marketing systems, tools, and vendor relationships to ensure operational efficiency and scalability.
- Collaborated with business development and regional teams to ensure marketing initiatives align with business development objectives.
- Designed and executed comprehensive demand generation strategies, including inbound marketing, account-based marketing (ABM), and performance marketing, to build a high-quality pipeline.
- Optimized lead nurturing, scoring, and attribution models to enhance alignment between marketing and sales teams.
- Employed data-driven decision-making by continuously tracking and refining campaign effectiveness for optimal performance.
- Enhanced Campbell & Company's brand positioning and storytelling to stand out in a competitive market.
- Spearheaded the redesign of the company website, improving user experience and driving increased traffic, resulting in higher-quality form submissions and greater conversion rates from both organic and paid channels.

MARKETING MANAGER

Oct 2017 - Nov 2021

SDI Presence LLC, an IT Consulting and Managed Services Provider in Chicago, IL, Los Angeles, CA and Sacramento, CA

- Collaborated with the Chief Marketing Officer to strategize, develop, execute, and measure results on overall strategic marketing plan and individual account-based marketing campaigns to drive expanded services within client base and targeted industries/prospects.

- Oversaw planning of go-to-market campaigns and management for the full year across all marketing channels, media, and customer communication channels.
- Ensured brand-aligned marketing messages and provide creative leadership, idea generation, content writing, brand development, video production, and shoot photography supervision for its brand activities and representation.
- Cultivated and maintained solid relationships with vendors and digital agency, while negotiating and administering its annual marketing budget.
- Directed marketing team as brand advocates and encourage innovative interpretations of the brand standards and out-of-the-box approaches to grow the verbal and visual identity of the brand to meet company needs.
- Provided monthly analysis of the market and competition, including measurement of its marketing effectiveness such as awareness, consideration, intent, and brand attributes to executive leadership.
- Enforced the company brand and corporate social responsibility practices leading to Best Places to Work and Top Workplaces honor achievements three years in a row.
- Collaborated with executives to launch ERG groups and create a cohesive environment where people from diverse backgrounds are valued.
- Managed a multidisciplinary team across the website redesign lifecycle to deliver a site integrated with social media, SEO, content management, and online publications.

MARKETING COMMUNICATIONS SPECIALIST

Jan 2013 - Oct 2017

Northwestern Memorial Healthcare, a national-ranked Academic Medical Center in Chicago, IL

- Led strategic physician-to-physician marketing campaigns for the Women's Health Program at Prentice Women's Hospital through Doximity's online networking platform and generated national recognition and top rankings in the U.S. News and World Report for the Gynecology and Gynecologic Oncology programs for the Women's Hospital.
- Increased diversity efforts through implementation of Northwestern's Fertility Program for the LGBTQ community; and implemented a campaign awareness of the hospital's Hispanic Transplant Program to reduce surgical disparities in the Hispanic community.
- Utilized digital marketing methods such as search engine marketing, display banners, social media in combination with email marketing to drive patient-facing lead generation campaign for the Robert H. Lurie Comprehensive Cancer Center at Northwestern Memorial Hospital which resulted in 100+ physician referrals for the lung cancer, gynecologic oncology, and urologic cancer programs.
- Served as client manager to an internationally renowned clinical leadership team and developed impactful communication plans with success in reaching the target audience of patients and physician referrals.
- Collaborated with teams across all parts of the business units, and all parts of the marketing team, to develop and shape content including compelling messages to differentiate Northwestern Memorial Hospital's strategy from the competition.
- Identified and implemented key performance indicators to measure ROI of strategies, campaigns, and marketing activities.

MARKETING MANAGER - CONTRACTOR

Apr 2012 - Aug 2012

American Dental Association, world's largest dental associated in Chicago, IL

- Directed successful launch of 4 ADA products, achieving high ROI within 4 months
- Coordinated internal and external resources for marketing campaigns
- Analyzed and optimized brand marketing materials for ADA members and nonmembers

MARKETING SPECIALIST

Jan 2008 - Sep 2011

Colliers International, a leading commercial real estate and investment management company in Chicago, IL

- Spearheaded the creation of a lucrative marketing strategy for Indiana markets, resulting in a \$15.5 million listing sale.
- Innovated advertising opportunities, successfully placing ads in diverse publications.
- Collaboratively built a strong online presence, amassing over 4,500 followers on LinkedIn and Twitter.

EDUCATION

MASTER OF ARTS IN NEW MEDIA AND TECHNOLOGY STUDIES

DePaul University

Feb 2020 - Nov 2020

Chicago, IL

MASTER OF SCIENCE IN INTEGRATED MARKETING COMMUNICATION

Roosevelt University

Apr 2004 - Dec 2006

Chicago, IL

BACHELOR OF SCIENCE IN COMMUNICATIONS

Point Park University

Jul 2000 - Jul 2004

Pittsburgh, PA

OTHER PROGRAMS AND CERTIFICATIONS

SOCIAL MEDIA MARKETING

HubSpot

Jul 2021 - Current

INBOUND MARKETING

HubSpot

Jul 2021 - Current

EMAIL MARKETING

HubSpot

Jul 2021 - Current

DIVERSITY, EQUITY, AND INCLUSION (DE&I) CORPORATE INCLUSION

Chicago United

Feb 2020 - Nov 2020

AREAS OF EXPERTISE

Corporate Branding, Brand Inclusivity, Inbound Marketing, Email Marketing, Digital Marketing Strategy, Social Media Marketing, Campaign Development and Management, Project Management, Strategic Planning, Visual Marketing, Storytelling, Content Marketing, Creative Strategy, Market Positioning, Corporate Communications, Event Planning and Management, Website Management, Market Segmentation, Google Analytics, Budget Planning and Management, Search Engine Marketing, Search Engine Optimization, Multi-Channel Marketing, Account-Based Marketing, Staff Management

TECHNICAL SKILLS

MICROSOFT OFFICE PACKAGE

Office 365: Word, PowerPoint, Excel, Outlook, Co-Pilot, OneDrive, SharePoint, Teams

GRAPHIC DESIGN

Adobe Creative Cloud: Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, Adobe After Effects CC, Adobe Premiere Pro CC, Adobe Lightroom CC, Adobe Spark CC, and Canva

OTHER PROGRAMS AND APPLICATIONS

Basic HTML, ASANA, Hootsuite, Sprout Social, Social Media Platforms, AirTable, Google Analytics, Google Ads, HubSpot, Salesforce, Mailchimp, Constant Contact, Meta Ads, Unbounce, and CMS platforms