Lotanna Anuforo

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I build narrative-led campaigns, manage growth teams, and turn complex financial products into simple, high-converting customer experiences. Over the past decade in marketing, I've led cross-functional teams across brand strategy, lifecycle growth, and communications. Whether it's scaling daily sign-ups from 700 to 1,300, steering high-stakes PR during core system migrations, or launching multi-brand GTM campaigns, my work comes down to one thing: using clarity and trust to nudge people toward measurable progress, one smart decision at a time.

Experience

CARBON Microfinance Bank — Marketing Manager

Nov 2023 – Present

- Direct a marketing team of 5 structured across 2 sub-teams, overseeing strategy, capacity planning, performance evaluation, and team capability development.
- Manage end-to-end marketing, messaging, and positioning across Carbon Retail, Carbon Business, Vendi, Nexus, and Carbon Stock Advance (and previously Circles and Zero).
- Led strategic communications during Carbon's CBA migration outage, mitigating reputation risks and driving reactivation rates to 24.02% within 14 days of service restoration.
- Coordinated with different departments and stakeholders to execute the EMTL back-charges recovery framework (2022–2025), collecting >60% of outstanding charges while maintaining an 87% customer retention rate.
- Partnered with the Head of Growth to optimise performance spend through creative strategy, achieving a 48% reduction in monthly Google Ads spend while maintaining target conversion value.
- Scaled average daily sign-ups from ~700 to ~1,300 (+85%) and improved 24-hour time-to-first-transaction conversion from 16% to 34% through onboarding and retention experiments.

- Refined product messaging and user education, contributing to monthly loan disbursements rising from ₦800M to ₦2.4B.
- Launched strategic content series that positioned Carbon as an authority in credit and fintech, contributing to executive visibility and speaking invitations.

Anakle Digital Agency — Content Marketing Executive

Jul 2022 – Oct 2023

- Co-led the marketing and PR launch strategy for The BlackBook by Anakle Films, managing media partnerships and cross-functional teams to propel the movie into Netflix's Global Top 10 films for 2 consecutive weeks.
- Managed content strategy, digital campaigns, and community systems for premier enterprise B2B and B2C clients, including Spotify, Sterling HoldCo, Access HoldCo, Globacom, Malta Guinness, Opportunik Global Funds, and SeedFi.
- Owned website narrative and GTM product copy for SeedFi's launch, establishing early market positioning and user trust in a competitive lending environment.
- Supported integrated campaigns spanning social, product, experiential, and digital marketing.

Legacy Labs — Communications Strategist

Jul 2021 – Jun 2022

- Built brand narrative and community engagement strategy for a growing co-working and innovation hub.
- Drove consistent month-on-month sign-ups through content, partnerships, and event-led growth initiatives.
- Managed communications for ecosystem partnerships and innovation-focused events.

TE Hub Africa — Communications Lead

Jan 2021 – Jun 2021

- Led brand awareness and lead generation through press releases, content marketing, and local SEO.

- Developed social content systems and collaborated with creative teams on visual storytelling assets.

Ondo State Office of Innovation & Partnerships (ION) — Communications & Strategy Associate
May 2019 – Jan 2020

- Promoted from Communications Intern to Associate within 3 months, taking over full ownership of event management and regional outreach strategy.
- Led event management and campaign execution reaching over 10,000 residents and training 1,000+ youth across digital skills, data science, smart farming, and educator ICT literacy.
- Executed joint initiatives and event partnerships with global and local bodies, including Meta, GIZ, Oracle, Premier Hub, Digivate 360, Hult Prize, SMEDAN, and the Ondo State Government.

Selected Consulting & Freelance Work

Content Marketing Consultant | *2016 – Present*

- **VerdantLyfe:** Wrote website articles and social media posts, building audience trust and organic discovery.
- **HarpFi:** Owned end-to-end website content and positioning for a multi-currency financial platform, aligning narrative clarity with user journeys.
- **RiseAngle:** Produced thought leadership and SEO content for a global crypto audience, supporting discovery, trust, and authority.

Core Expertise

- Brand storytelling & positioning (GTM Strategy & Multi-Brand Governance)
- People Management & Team Leadership (Teams, Sub-teams & Capacity Planning)
- Marketing Budgeting, Resource Allocation & CAC/LTV Optimisation
- Content-led growth, lifecycle marketing & customer retention
- PR, Crisis Communications & Stakeholder Governance
- Multi-channel campaign execution
- Experimentation & performance optimisation
- AI-enabled content workflows
- Cross-functional collaboration in regulated environments

Education

- **B.Tech, Physics Electronics**, Federal University of Technology, Akure

Certifications

- **Mini-MBA**, International Business Management Institute (Berlin)
- **Foundations of Digital Marketing**, Udacity
- **Principles of Marketing**, London School of Business Administration
- **Elements of Artificial Intelligence**, University of Helsinki

Volunteering & Community

- TEDxFUTA — Lead Content Developer & Manuscript Editor
- Feed the Orphans — Content Director