

KITAN OGUNFEIBO

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Overview

Head of Marketing & Strategy with 10+ years driving performance and growth across Finance, CPG, SaaS, SVOD, and HealthTech, and other verticals. Proven track record architecting frameworks delivering 3x revenue increases, scaling accounts to £16M+ revenue operations, and 60% reductions in operating costs for recurring tasks. Specialist across cross-functional leadership, agile growth strategies, AI orchestration, and full-funnel optimisation with complex journeys and performance cycles.

- **Brands:** Amazon, AMEX, Unilever, AMC+, Just Eat, Disney, Campbells, Flo Health, Healthwords.ai, Alcon, and others.
- **Key Competencies:** Performance & Marketing Analytics Strategy; Customer Journey Mapping; User Acquisition Strategy; Lifetime Value Optimisation; Data Architecture & MarTech Stack Management; Subscriptions Growth Strategy & Monthly Recurring Revenue Scaling; Cross-Functional Leadership & Stakeholder Management.

Education

- Masters in **International Relations, MA(Hons)**, University of St. Andrews, Scotland, UK: **2:1 - Top 20%** 2011 - 2015
- A-Levels, Trinity School, Croydon, UK: **A, A, A, A** (Maths, Economics, Physics, Religious Studies) 2004 - 2011

Relevant Work Experience

Data & Performance Lead (Director), Twist Media Group/Dataflos - London, United Kingdom

2023 - Present

Recent Projects:

- **EMEA Paid Media Director, We Are Social - London, United Kingdom**
 - Managed paid media for key accounts, including **Amazon Music, Amazon Leo, Global Media (LBC, Capital etc.), ISP, Chase Bank, and JPMI** across EMEA.
 - **Paid lead on pitching & New Business:** Won and secured **Deliveroo**; doubled **Global Media Ltd.** spend with the agency.
 - **Developed comprehensive social commerce transformation strategy for Kimberly-Clark** across global markets (UK, EMEA, ANZ, ASIA).
 - **Established global content operating blueprint for TikTok/social commerce vs. traditional e-commerce**, delivering strategic recommendations for lever prioritisation and KPI frameworks, addressing commercial excellence challenges
 - **Developing an omni-channel framework for Lebara** integrating paid social, organic content, and shoppable commerce to accelerate growth in high-opportunity sub-channels while protecting leadership positions.
- **Media Director, Jellyfish- London, United Kingdom**
 - Lead media strategy across **FitFlop** and **Future Publishing** accounts. Developed and delivered data-led media strategies driving measurable business outcomes across paid media channels.
 - **Stakeholder with media leads, channel specialists and senior client partners**, delivering performance, investment allocation, measurement frameworks and growth opportunities.
- **GenAI Strategy, Flo Health - London, United Kingdom**
 - **Led business-wide digital transformation project** and championing Generative AI initiatives across the Marketing Department.
 - Managed cross-departmental AI adoption strategy and governance (e.g. Model Risk & Control), resulting in a **60% reduction in operating time for recurring tasks**.
- **Growth Lead, Healthwords.ai - London, United Kingdom**
 - **Fractional Head of Growth** for a SaaS (subscription) app. Managed \$16.1M+ spend and spearhead generative MarAI solutions.
 - **Led 2025 & 2026 strategy, marketing data product & analytics, and AI Creative Studio product**, focusing on acquisition, **customer lifecycle** and **retention**.
 - Increased New Active sessions by 663% and New User Acquisition by **40%** in first 3 months.
- **Data Lead, Spin Brands - London, United Kingdom**
 - Leading development and maintenance of the business's **centralised ETL system** powering client dashboards.
 - **Owned analytics processes and fulfilment**, integrating data from multiple platforms for automated reporting and analysis.
 - Spearheading augmentation/development across competitive growth tracking, forecasting, and KPI benchmarking to support **strategic client insights** and **reporting accuracy**.

- **Digital Marketing Lead, PrivateDoc - London, United Kingdom**
 - Delivering on 2025 Digital Marketing Strategy and technical transformation with the objective of scaling revenue operations.
 - Fractional management of **multi-channel digital campaigns** resulting in **+3% MoM Revenue**.
 - **Introduced best practice data capture systems and new AI automation workflows.**
 - Deployed custom-built tools to deliver statistical modeling and forecasting for planning and cost efficiency optimisation.
- **Media Consultant, Just Eat - London, United Kingdom**
 - **Campaign Strategy Lead and POC** managing offline and online planning and media buying across multiple European market, driving a further increase in primary objectives of **awareness and perception** by +5%.
 - Built **multi-touch attribution models** to assess the impact of digital and offline channels on customer acquisition.

Stack: Google/Bing/Meta Ads, SQL, Big Query, [Funnel.io](#), PowerBI, Looker Studio, HubSpot, Close.io, Claude, GPT, Jira, GCP, N8N, Make, Python, Figma, Airtable, Scenario

Director of Digital Strategy, Dewynters - London, United Kingdom

Feb 2022 - Jul 2023

- Built Performance Marketing department from foundation. Digital Strategy Lead for London's West End major theatre productions.
- **As Digital Lead, drove the Agencies' Marketing Data product.** Developed campaign briefs and audience-first strategies, leading on end-to-end process of data management, development, and product management for data visualisation products.
- Increased social **reach by +116%, revenue from Social by +40%, ROAS by +32.6%** on largest account.
- Increased Search **volume by +90%, revenue from Search by +132%, ROAS by +20.2%** and **decreased CPC by -42% over 2022.**

Stack: Google/DV360/Meta Ads, SQL, BigQuery, Python, [Funnel.io](#), GPT, GCP, Looker Studio, PowerBI

Director of Paid Media (Offline/Online), Allied Global Marketing - London, United Kingdom

Jul 2021 - Jan 2022

- **UK Director of AGM's Paid Media department**, overseeing **strategy, planning and buy execution** of **paid marketing** (OOH, TV, Digital, PPC, and Social) campaigns across UK, Australia, New Zealand and Nordic territories for large-cap accounts.
- Increased **SVOD subscriptions by 7.5% (overachieving planned target by 18%)** through a combination of awareness and acquisition focused strategies with a heavy emphasis on continuous optimisation of WoW and QoQ **cost efficiencies (9% reduction in cost per acquisition)**.

Stack: Google/DV360/Meta Ads, SQL, BigQuery, Python, [Funnel.io](#), GCP, Looker Studio

- **Strategy Supervisor, Spark Foundry, Publicis Groupe - Toronto, Canada** 2020 - 2020
- **Sr. Planner, Mindshare, WPP - Toronto, Canada** 2018 - 2020
- **Associate Planner, Mindshare, WPP - Toronto, Canada** 2017 - 2018
- **Account Executive, Fetch - London, UK** 2016
- **Publisher Executive Intern, Adjust Your Set - London, England** 2015 - 2016
- **Citi FX Intern; Client Transactions & Services Intern - London, England** 2009, 2012-2013

Interests/Achievements

Sports & Athletics

- Ex-GB national level water polo player/ex-county and regional swimmer. 2008 - 2012
- MMA practitioner. Twice competed with 1-1 record. 2022 - Present

Music & Creative AI

2014 - Present

- Expert in music production, mastering, and sound engineering.
- Expert in AI and automated workflows.

Other

- Expert with management platforms including Microsoft Office suite, Alteryx, Tableau, AWS, Azure.
- Expert with cloud based AI integration and systems including major LLM and generative frameworks such as OpenAI, Claude, Deepseek, Gemini etc.
- Projects completed in HTML, CSS, JS, React.js, Next.js, Wordpress, N8N, Make(Integromat), and Python.
- Experience with AI model auditing, explainable AI (XAI), fairness testing, and compliance automation in alignment with EU AI Act, FCA, and SEC regulations.