

Contact

www.linkedin.com/in/mojisolabada
(LinkedIn)

Top Skills

Strategy
Client Relations
Client Services

Certifications

Walmart Onsite Display
Sponsored Videos
Sponsored Brands

Mojisola Bada

Retail Media • Digital Media • Account Strategy • Account Management • Campaign Management • Data Analysis • Client Management
United States

Summary

I hold a Master of Science in Digital Marketing and bring a creative, detail-oriented approach to the field. With extensive experience in Retail Media, Digital Paid Media, Account Management and Big Data Analytics, I excel in strategy, budgeting, end-to-end campaign management, optimization and reporting. I've worked with industry-leading companies across diverse sectors, leveraging tools such as Walmart Connect, Amazon, Google's Paid Search, Display, YouTube, Discovery, Performance Max, and various social media platforms including Facebook, Pinterest, TikTok, and Reddit.

Experience

Walmart Connect

3 years 2 months

Manager, Account Strategy

March 2026 - Present (4 months)

Manager, Campaign Management

May 2023 - February 2026 (2 years 10 months)

New York, United States

Marketplace, Search Performance Manager

Manager, Campaign Management

Cage Point

Supervisor, Biddable Media

January 2021 - April 2023 (2 years 4 months)

New York, New York, United States

Horizon Media

Senior Analyst, Search Engine Marketing

September 2019 - January 2021 (1 year 5 months)

New York, New York, United States

Varick

Paid Search / Paid Media Analyst

June 2017 - September 2019 (2 years 4 months)

New York, New York, United States

Consat

Account Manager, Paid Social

April 2015 - January 2017 (1 year 10 months)

Lagos, Nigeria

Distinkt Media

Digital Marketing Manager

February 2013 - May 2015 (2 years 4 months)

Lagos, Nigeria

Dove Communication

Public Relations Officer

January 2010 - March 2012 (2 years 3 months)

Lagos, Nigeria

Education

Sacred Heart University

Master of Science (M.S.), Digital Marketing · (2017 - 2018)

CIM | The Chartered Institute of Marketing

DMI Professional Diploma in Digital Marketing, Digital Marketing · (2016 - 2017)

Covenant University

Bachelor's degree, Mass Communication · (2004 - 2008)