OSAYANMO EGHAREVBA

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PROFESSIONAL SUMMARY

Marketing professional combining hands-on experience within the global sports industry (executive search projects for Liverpool FC, Manchester City and Arsenal) with a proven ability to build and grow digital audiences from scratch — including a WWE-focused social channel grown to 120,000+ followers. Skilled at combining analytical thinking with creative storytelling to plan content, run campaigns, and deliver measurable results. Google-certified in Digital Marketing & E-commerce and Project Management.

PROFESSIONAL EXPERIENCE

Research Consultant — Global Sports Practice | *PSD Group* **Nov 2025 – Present**

- Run end-to-end executive search projects within PSD's global sports practice, delivering senior hires for clients including **Liverpool FC, Manchester City and Arsenal**
- Conduct market mapping and structured research to inform role scope, positioning and client strategy
- Recognised for social media expertise and invited to contribute to the company's **weekly marketing strategy meetings**, beyond the scope of the original role
- Founded the company's first book club, driving cross-team engagement and culture

Founder & Content Creator | *@Grappletalks_ (WWE/Wrestling)* **Nov 2023 – Present**

- Founded and grew a WWE-focused TikTok page to **120,000+ followers** with a global, highly engaged audience
- Plan, produce and edit short-form video content, using trend analysis and performance data to guide strategy
- Produced viral content featured on major WWE-focused blogs and media pages
- Continuously refine content strategy using analytics, sustaining follower growth and repeat viral reach

Project Management & Executive Search Intern | *Perrett Laver* **Jun 2025 – Aug 2025**

- Supported delivery of client-focused search projects across multiple industries — managing timelines, stakeholder communication and progress tracking
- Proposed sector expansion opportunities during a **global leadership call**, contributing to strategic planning beyond the core market

Senior Sales Manager | *JD Sports, Bluewater* **Jun 2021 – Jan 2023**

- Led a team of up to 15 staff, managing KPIs, schedules and training across the footwear department
- Delivered a **10%+ sales uplift** on Crep Protect through improved KPI-driven training and selling technique

CERTIFICATIONS

- **Google Digital Marketing & E-commerce Certification** (2025) — campaign design, SEO/SEM, analytics, e-commerce tools
- **Google Project Management Certification** (2025) — traditional and agile project delivery

EDUCATION

LLB Law and Management (2:1) | *University of Kent* **2022 – 2025**

- 85% in Project Management module — highest grade in cohort

A-Levels: History (A*), Psychology (A*), Sociology (A) | *Beth's Grammar School* **2019 – 2021**

ACHIEVEMENTS & INTERESTS

- **Kent Scholar for Academic Excellence** (2022) — awarded for outstanding A-level performance
- Football (lifelong Chelsea supporter), WWE & professional wrestling, psychological thriller fiction

SKILLS

- **Video Editing (CapCut Pro):** Advanced short-form editing, including cuts, transitions, text overlays, captions, effects and audio syncing for TikTok, Instagram Reels and YouTube Shorts.
- **Video Direction & Production:** Directed the video for PSD Group's charity walk, creating a shot plan that mapped out camera angles, positions and key moments to capture the event from multiple perspectives.
- **Marketing & Management:** Social media strategy, trend analysis, performance analytics, SEO/SEM, campaign optimisation, project planning and stakeholder coordination.