

WINNER OLOKEDE

FOUNDER-OPERATOR | GROWTH & GO-TO-MARKET | HEALTHTECH | OPERATIONS

Lagos, Nigeria • +2349015078340 • olokedewinner123@gmail.com • linkedin.com/in/winnerkirk • winnerolokede.com

PROFILE

Founder-operator and growth/GTM leader with experience across healthtech, talent technology, specialist services and early-stage ventures. Built from a digital-growth foundation into broader ownership across acquisition, partnerships, institutional market development, operating systems, client delivery and venture execution. Strongest in messy environments where strategy has to become measurable execution.

CORE STRENGTHS

Growth & GTM • Business Operations • Healthtech • Partnerships • Venture Building • Product Positioning • B2G / Institutional GTM • Research & Evidence • Programme Execution

EXPERIENCE

Co-Founder

Feb 2025 - Present

Lagos / Remote

BRIMMHQ | Maternal health venture

- Lead much of the venture and operating work across pilot design, participant acquisition, partnerships, support operations, user research, evidence capture, team coordination and business-model discovery.
- Designed WhatsApp-first maternal-support workflows spanning onboarding, consent, segmentation, structured check-ins, stage-specific education, expert sessions, clinically governed escalation, follow-up and closure.
- Ran early pilots with pregnant and postpartum women; Pilot 1 produced a 4.7/5 average support score and informed stronger segmentation, escalation and follow-up systems for Pilot 2.
- Refined the venture from a broad maternal-support concept toward a continuity-and-closure problem: what happens between formal care touchpoints, who responds, when issues escalate and how cases close.

Growth Marketing Manager

Mar 2025 - Present

Nigeria / Remote

TrikaHealth | Digital health

- Lead growth marketing across positioning, go-to-market strategy, customer acquisition, SEO/content, product education and performance analysis for a Nigerian digital-health company.
- Built strategy across audience segmentation, paid media, lifecycle marketing, CRM, webinars, influencers and conversion measurement; used recurring analysis to improve content, CTAs, channel mix and campaign direction.
- Support evolving institutional and B2G positioning through healthcare stakeholder messaging, ecosystem events, partnerships, proposal support and public-sector narratives.

Head of Brand Marketing

Nov 2023 - Dec 2024

Nigeria / Hybrid

AfriHealth / Rigour+ | Healthtech growth & field execution

- Owned the marketing function for much of the tenure before building support around it, covering campaigns, paid acquisition, content/SEO, community growth, influencer coordination, events, lifecycle communications and reporting.
- Delivered approximately 2,000 app installs and 1,000+ leads across a documented growth period, alongside three major events and six outreach/activation initiatives; grew community participation to roughly 9.8K members.
- Led campaign execution including Baby of the Year, which generated 8.3K+ votes and 320 installs, alongside B2B/employee-focused acquisition and other health-awareness campaigns.
- Supported field-facing implementation and visibility for a six-month Smart Clinics pilot with Lagos State Health District 2 across four PHCs, bridging marketing, sensitisation, collateral, setup support and programme execution.

Co-Founder / Commercial & Quality Lead

2025 - Present

Global Edge | Specialist professional services

Lagos / Remote

- Co-built a specialist professional-services business around clear offer design, qualification, pricing, contracts, invoices, deposits, delivery and quality control.
- Own commercial direction across lead generation, consultations, client vetting, conversion, expectations, final review judgement, revenue strategy and offer design.
- Built a repeatable acquire → qualify → scope → close → deliver workflow, with an evidence-integrity standard designed to protect client quality, senior review time and delivery consistency.

Senior Copywriter - Techlocate

Jul 2024 - Jul 2025

Utiva | High-volume client delivery

Nigeria / Remote

- Delivered research-intensive professional documentation and evidence narratives for technology professionals across multiple concurrent client cases.
- Managed 50+ identifiable assignments across a three-week tracked delivery period, spanning recommendation materials, criterion evidence, professional narratives, salary/speaking/judging evidence and client revisions.
- Improved weak or fragmented source material into clear, case-specific documentation while working inside deadline-driven review cycles.
- At handover, recommended a central workflow dashboard, reusable documentation frameworks and structured retrospectives to improve visibility, consistency and knowledge transfer.

Digital Marketing Associate

Sep 2022 - Nov 2023

BorderlessHR | HR-tech

Remote

- Built the early growth foundation through SEO-led B2B content, social distribution and digital acquisition for an HR-tech company serving remote-work and workforce audiences.
- Produced content across recruitment, remote work, payroll, compliance and distributed-team topics, while supporting search visibility and audience growth.

EDUCATION

Master's - Systems Engineering (in progress)

Dec 2024 - Present

University of Lagos

Research focused on AI integration in remote maternal care and the infrastructure, policy, socioeconomic and implementation conditions affecting safe adoption in low-resource health systems.

BEng - Civil Engineering

2017 - 2022

Landmark University

Editor, Association of Civil Engineering Students; content, interviews and departmental communications.

ADDITIONAL LEADERSHIP & CREDENTIALS

Stratos Africa - Founder (2025-Present)

Built a 330+ member community around markets, investing and economic opportunity in Africa; now maintained as a focused market-conversation platform.

TEDxLandmarkUniversity - Social Media / Copy (2022)

IBM AI Literacy - 2026

Executive Certificate in Business Management - 2024

Google Digital Marketing - 2022

TOOLS & LANGUAGES

Selected tools: HubSpot, Snov.io, WordPress, SEMrush / Ubersuggest, Meta Ads, Google Analytics / Search Console, Google Workspace, Notion

Languages: English (fluent) • Yoruba (native)