

## The Best Tech Female in Nigeria is Tobi Ayeni – How She Started MissTechy in 2015 | 7Hubent Tech



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**Matthew 7:7 “Knock and it shall be opened unto you.”**

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**If you believe me, read Matthew 7:11 (ASKING = KNOCKING)**

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**In the bustling city of Lagos, where “hustle” is more than just a word but a way of life, there emerged a force in the tech space who no one saw coming. You know, when we talk about the tech space in Nigeria, our minds immediately jump to the big bros in the game—men! But let me introduce you to the woman who took her passion for tech and turned it into a phenomenon that has shaken up Nigeria's tech scene—Tobi Ayeni, popularly known as MissTechy.**

**Now, for those who have been following the tech ecosystem for a minute, you might know her story, but if you're just hearing about her for the first time, sit tight because you're in for a treat. This is the story of how one lady, armed with passion, a laptop, and a whole lot of savvy, made waves in Nigeria's tech world— and how her journey resonates with us**

today on platforms like 7Hubent Tech, where we all are still trying to cash out from the ever-evolving digital landscape.

## **The Journey Begins with Tecno Mobile**

**Tobi Ayeni wasn't one of those "overnight success" stories. Nah, this journey started from hustle, grit, and a genuine love for technology. In 2015, Tobi, while working at a digital marketing agency, landed the Tecno Mobile account. Imagine handling a project for a brand known for its affordable, noisy phones. At that time, Tecno was transitioning from making devices that looked like something out of a sci-fi movie gone wrong to competing with heavyweights like Apple and Samsung. Tobi's role? To pay influencers and media outlets to promote these phones. But if you know anything about the Nigerian tech space, you'd know that influencers were mostly men, and well, tech women? Almost non-existent.**

**Tobi wasn't just any other marketer, though. As an undergraduate studying Banking and Finance, tech was her second language. She was that person you called when your computer started doing "igboro" things, or your phone camera decided to go blind. Naturally, handling Tecno's account was a walk in the park for her. But then, something**

**clicked—something bigger than just running campaigns.**

## **MissTechy is Born!**

**It was in the middle of trying to find tech bloggers for her campaign that she had an epiphany. She looked around and thought, "Where are the women in this space?" Everywhere she turned, it was men, men, and more men. So, in true Naija style, she said, "If nobody go do am, I go do am myself!" And just like that, MissTechy was born.**

**Her mission? To help people like you and me break down tech jargon. You know how some tech bros talk as if they are speaking another language entirely, abi? She saw the gap—tech was intimidating, confusing, and male-dominated. Tobi stepped in and made tech fun. Imagine talking about smartphones and gadgets as if you were discussing the latest gist in town. And just like that, she became the tech babe.**

## **The Shift to Content Creation**

**Tobi's work with Tecno and her blog opened her eyes to something bigger—content creation. My people, the world of content creation is like an island full of hidden treasures. Tobi discovered that**



people were cashing out just from making videos, writing, and sharing their experiences with gadgets. This discovery sparked a fire in her. She thought, "Wait o, so I can actually make money from doing what I love—talking about tech?"

MissTechy became more than a blog—it became a brand. And before long, Tobi Ayeni wasn't just a blogger. She became the go-to tech expert. People started listening to her reviews and making buying decisions based on her recommendations. She became a trusted name, a voice of reason in the jungle of tech confusion. Experience? Check. Expertise? Check. Trustworthiness? Abeg, no debate.

This is the kind of hustle we can all relate to, isn't it? That point where you realize that what you love can actually pay the bills. The rest, as they say, is history.

### **Lessons We Can Learn from Tobi Ayeni's Journey**

The truth is, Tobi Ayeni's story isn't just about her. It's about what happens when you see a gap and decide to fill it. It's about taking risks, showing up, and consistently putting in the work. If you are reading this and wondering how to start your own

**journey, think about what you're passionate about. Can you turn it into something people need?**

**This is where 7Hubent Tech comes in. Tobi Ayeni realized that tech was a language not many understood, and she turned that into a booming business. Now, look at 7Hubent Tech, a platform that allows you to promote your business online for free. It's not just a WhatsApp group— it's a whole movement for small business owners looking to expand their reach. Just like Tobi helped people navigate the confusing world of tech, 7Hubent Tech is helping Nigerians like you cash out by promoting their businesses. And it's all free!**

**Imagine the possibilities.**

## **FAQs About Tobi Ayeni and MissTechy**

**Q: How did Tobi Ayeni start MissTechy?**

**Tobi started MissTechy in 2015 while working with Tecno Mobile's account at a digital marketing agency. She saw a gap in the market, particularly the absence of female tech bloggers, and decided to start one herself.**

**Q: What inspired Tobi Ayeni to start a tech blog?**

**She was inspired by her love for tech and the realization that there weren't many women in the tech blogging space at the time.**

**Q: How has Tobi Ayeni impacted the Nigerian tech scene?**

**Tobi has made tech more accessible to everyday Nigerians by breaking down complex tech jargon. She's also been a role model for other women in the tech space.**

**Q: What is MissTechy's focus?**

**MissTechy focuses on helping people understand tech in a fun, relatable way. It covers everything from gadgets and smartphones to software and apps.**

### **My Personal Experience with 7Hubent Tech**

**Let me tell you a quick story. I remember when I first started my business—small hustle selling custom-made Ankara shoes. I didn't have the money to advertise like the big boys. So, I started looking for ways to promote my business for free. A friend told me about 7Hubent Tech, and I won't lie, I was skeptical at first. But when I joined one of their WhatsApp groups and started sharing my business**

**there, the sales started coming in like no man's business! Before I knew it, I had customers from Kano to Lagos, all from just a few WhatsApp group posts.**

**This is why I believe in platforms like 7Hubent Tech. If Tobi Ayeni could carve out a space for herself in the male-dominated tech world, what's stopping you from using 7Hubent to promote your business? The opportunities are endless, my people.**

**Conclusion: What Can You Learn from Tobi Ayeni's Story?**

**At the end of the day, it's all about seizing opportunities. Tobi Ayeni saw a gap and filled it, just like 7Hubent Tech is filling the gap for small business owners in Nigeria today. If you have a business, side hustle, or even just an idea, why not take advantage of platforms like 7Hubent Tech? You don't need to break the bank to advertise—sometimes, all you need is a little ingenuity and the right platform.**

**So, I ask you, what are you waiting for? Share your thoughts, and let's keep this conversation going. Have you used 7Hubent Tech before? What was your experience like? And to all the tech lovers out**

**there, what's your opinion on Tobi Ayeni's journey?  
Drop a comment, let's gist!**