

Professional Summary

Highly detailed, result-oriented Facebook Marketing specialist with 3+ years of experience in managing Facebook and Instagram Ad tools, audience segmentation, managing campaigns and budgets, and generating and interpreting insights for campaign optimization and scaling. Proven ability to drive sales and increase brand awareness for clients across industries including e-commerce, wellness, and EdTech.

Professional Skill

- Marketing Strategy
- Account Management
- Critical & Creative Thinking
- Internet Marketing

Relevant Skill

- Pixel Setup
- Audience Segmentation
- Creative Strategy
- Lead Generation

Education

Bachelor of Engineering - Federal University of Technology, Akure 2014 - 2019
Metallurgical and Materials Engineering

Work Experience

Dptrax Digitals - Account Manager 2023 - Present

- Prepare monthly Ad reports, conduct strategy calls, and handle handover sessions with business owners, ensuring an increase on their Return on Investment (ROI).
- Oversaw an account that increased from 25 million to 48 million in sales per month.

Dptrax Digitals - Facebook Marketing Expert 2022 - Present

- Develop campaign and creative strategies, set and manage campaigns, and give high-value, data-driven recommendations on Facebook and Instagram Ad campaigns.
- Optimizing and scaling Ads towards cost-effectiveness while improving ROAS.

Cleave Creative Solutions - Digital Strategist / CMO 2020 - Present

- Developing and implementing effective marketing strategies for small businesses using SEO, Email Marketing, Social Media Marketing, Web Design, and Conversion Rate Optimization.
- Effectively lead a marketing team of over 50 creatives.

Cartender - Marketing Assistant 2022 - 2023

- Developed, and implemented SEO strategies for the US-based automotive marketing agency, to improve lead generation and support Facebook Marketing efforts.
- Audited over 10 brand and affiliate websites, handled SEO issues, and recommended landing page fixes using CRO best practices. Recorded improvement in booked calls by 20%.

Interest

- Brainstorming new strategies
- Analyzing Marketing Data & Insights
- Optimizing brand perception