

SIJI OLOJOLA

PAID SOCIAL ADS PORTFOLIO

My name is Siji.

Paid Ads Specialist

YEARS OF EXPERIENCE

I have over 5 years of experience with planning and implementing paid Ads on Facebook, Instagram, LinkedIn Ads, and Twitter.

BRIEF DESCRIPTION

As a paid Ads specialist, I am interested in data analytics and growth hacking. I have experience working at a digital marketing agency, as well as working on the client side.





My core skills

1

MARKETING FUNNEL

I develop marketing funnels, tailored to various businesses in order to achieve their specific marketing goals with Ads.

2

PAID SOCIAL AD STRATEGY

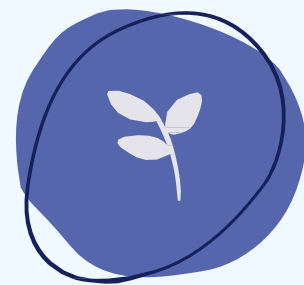
I come up with strategies, both long and short-term, that helps actualize a set of goals.

3

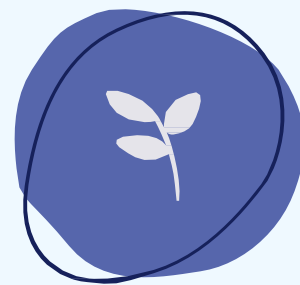
DATA ANALYSIS

I believe that data holds the answers to marketing questions. With tools like Google data studio, Google analytics, and Excel, I am able to dig deep to unravel the insights buried in data.

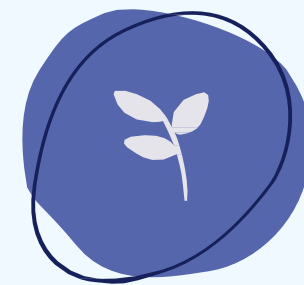
Qualities I'm proud to have



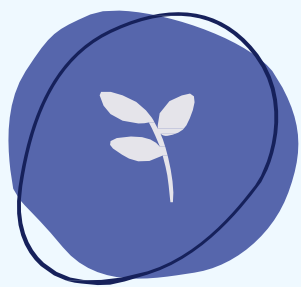
Team player



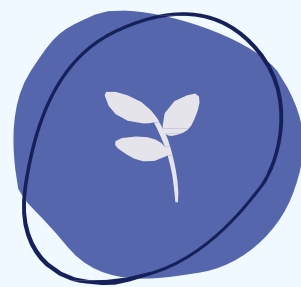
Solution driven



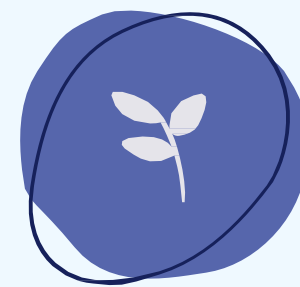
Enterprise thinking



Data Analysis



Communication skills



Creativity



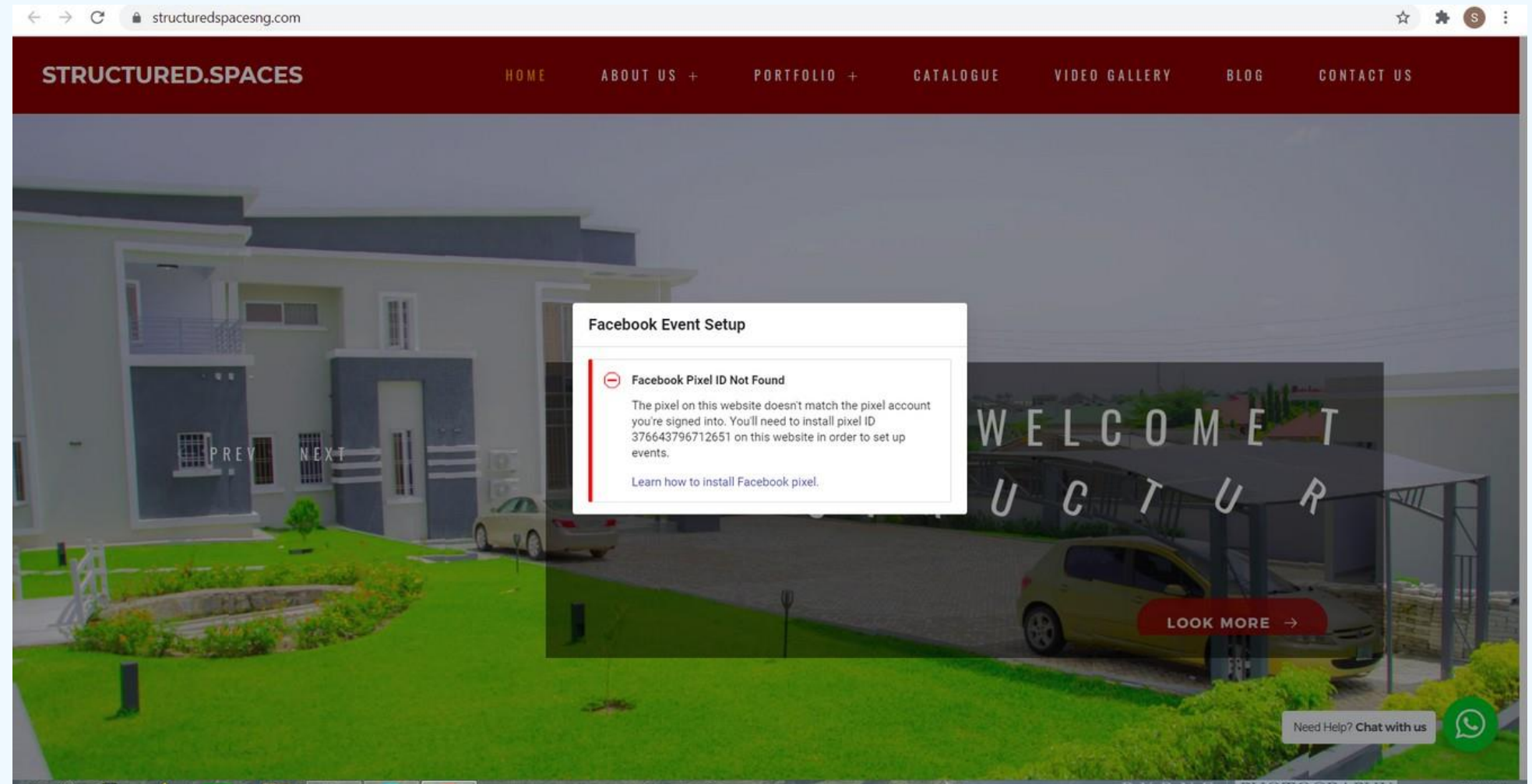
My previous projects

NB: SOME OF MY PROJECTS WERE NOT RECORDED DUE TO THE CLIENT'S REQUEST.

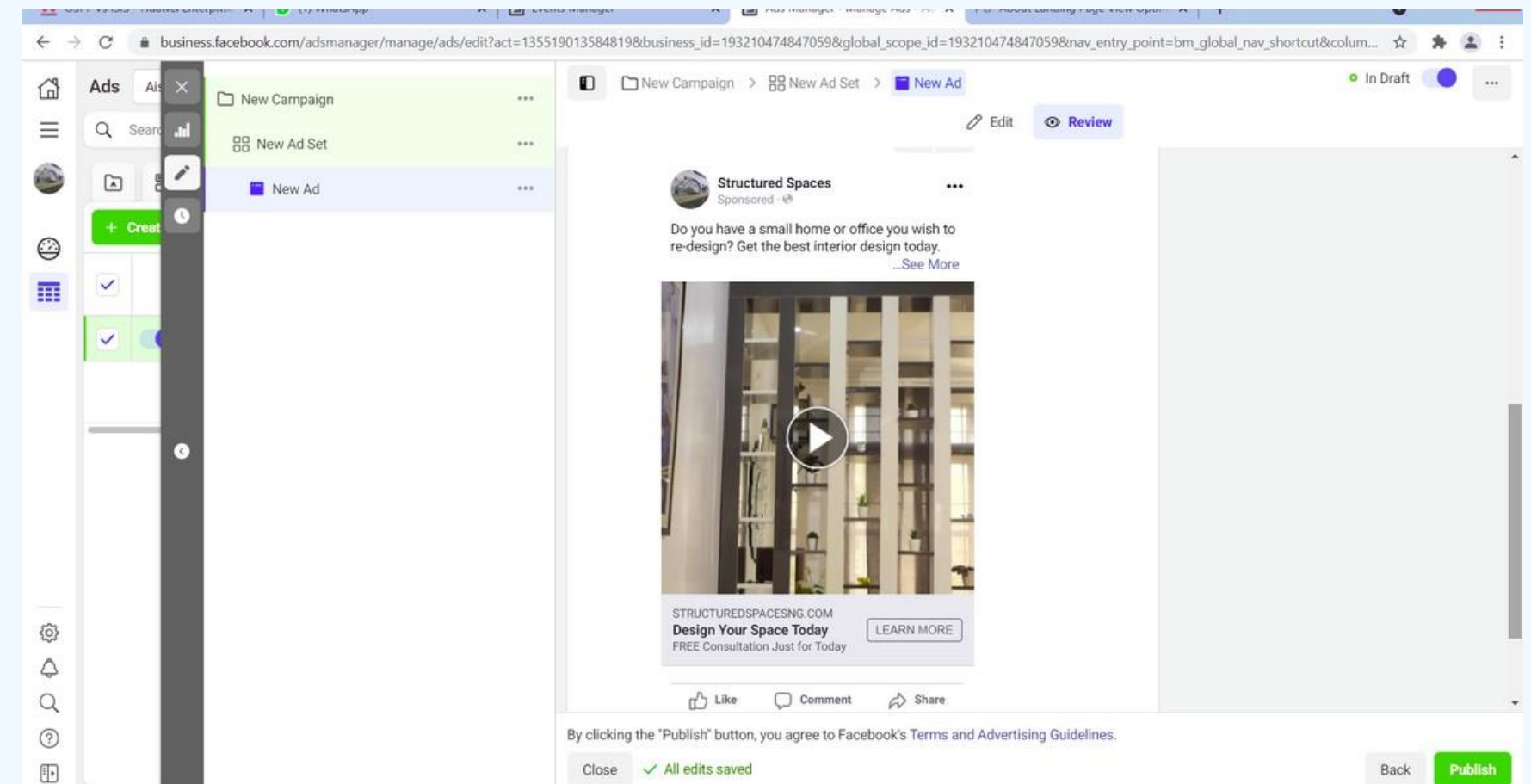
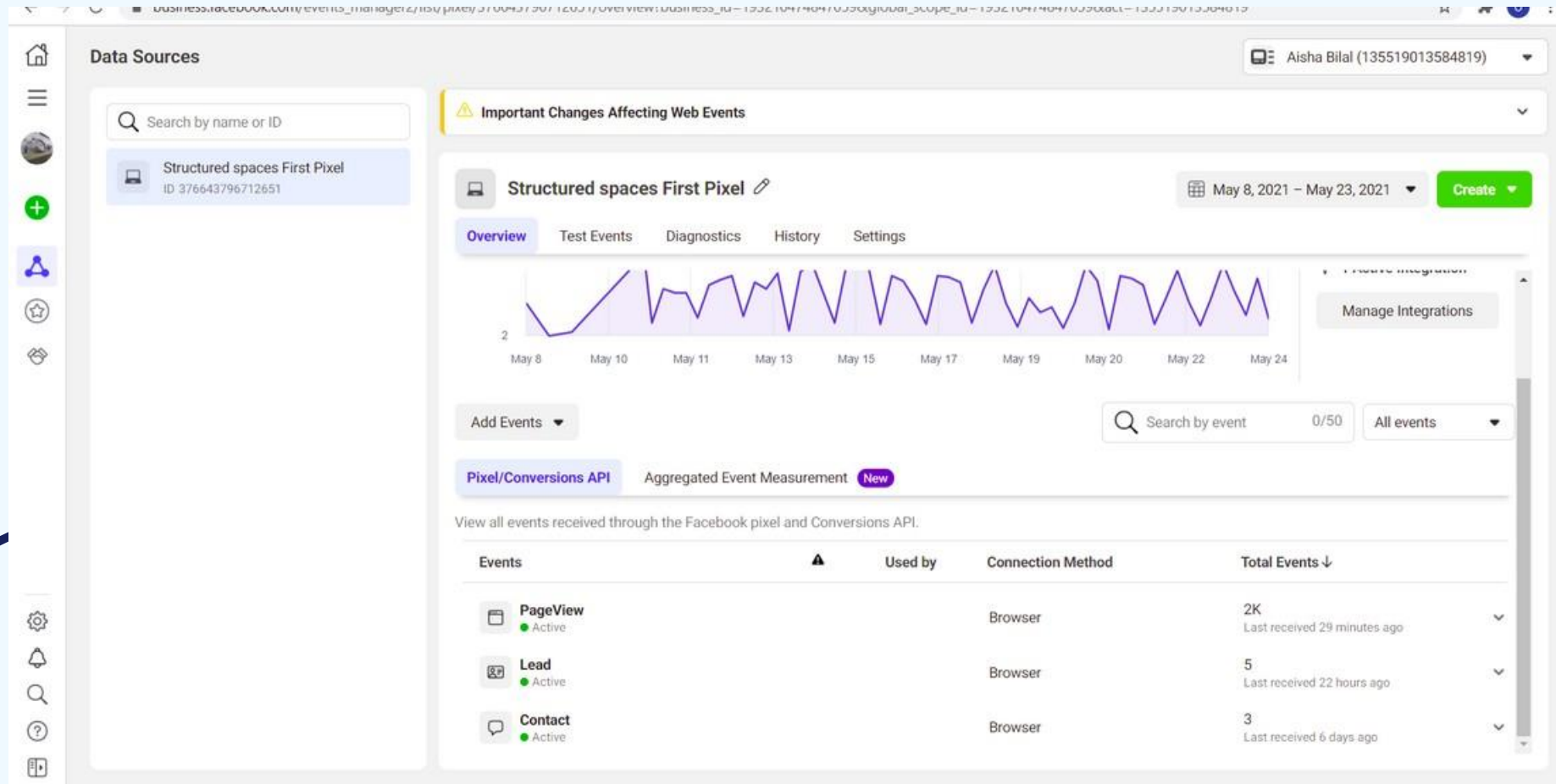
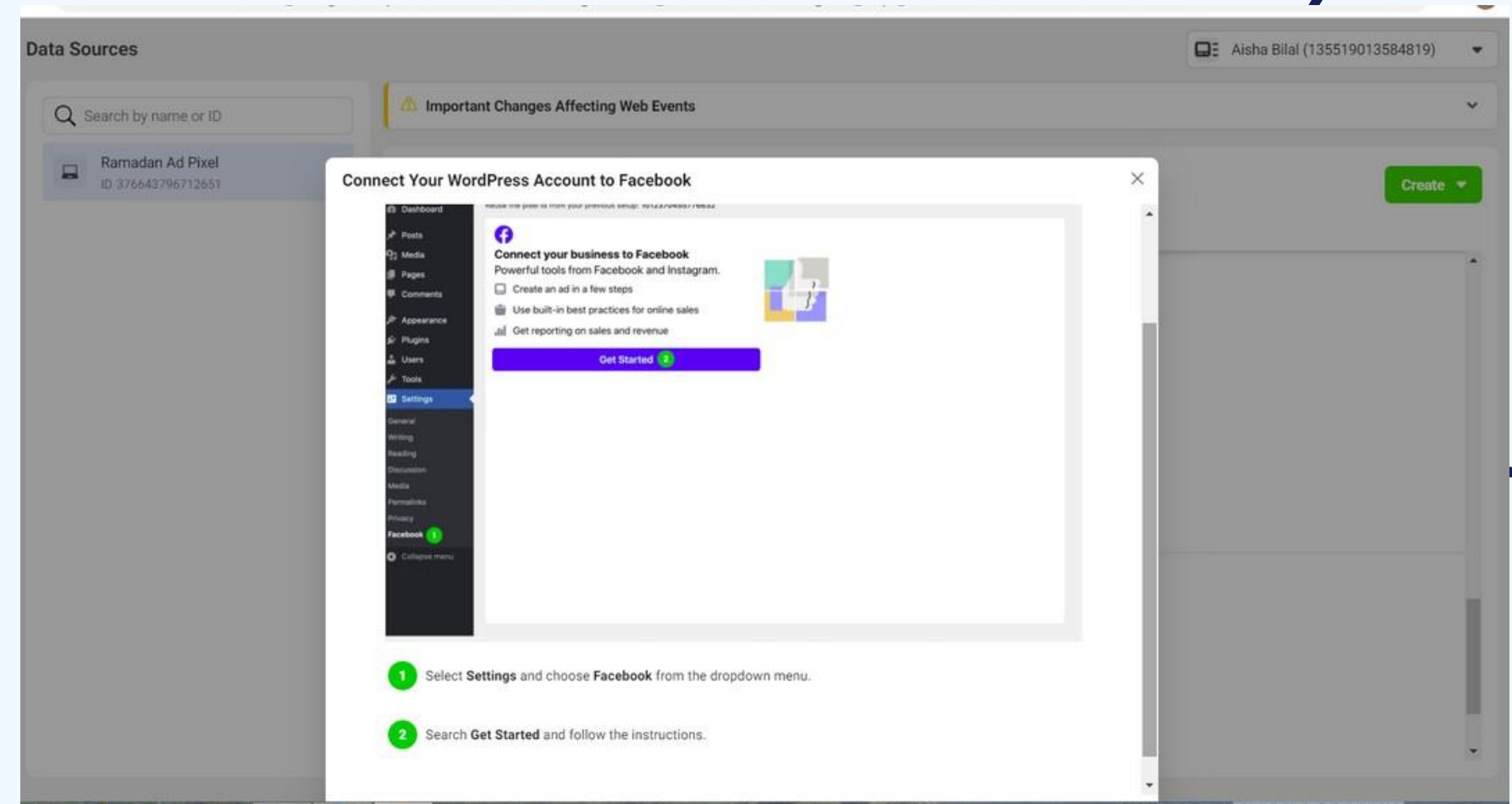
Facebook Traffic Ads

Client name:
Structuredspacesng.com

The website had low traffic and a high bounce rate. Facebook pixel was not installed, and conversion events were not set up.



1. Created a pixel code for tracking and installed it on the website.
2. I Set up standard events and web events
3. I also installed pixel tracking codes on their page buttons, in order to track relevant actions.
4. Set up traffic ads to their website
5. Generated over 2,000 traffic to their landing page, with leads and contacts
6. To meet up with ios 14 requirements, I verified the domain on Facebook.



Updated just now Discard Drafts Review and Publish

Search and filter Yesterday: Mar 11, 2021

Resource Center Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test Rules 1-200 of 340 View Setup Reports

	Campaign Name	Delivery	Bid Strategy	Budget	Reach	Impressions	Results	Cost per Result	CTR Click Rate
<input type="checkbox"/>	A/B_Test_Creatives_March_2021_US_Broad...	Active	Using ad set bi...	Using ad set bu...	22,809	41,719	4 Purchases	\$118.39 Per Purchase	
<input type="checkbox"/>	Leadgen / Gated content / Asia-8 v1 (AL)	Active	Cost cap	\$100.00 Daily	3,142	4,123	17 On-Facebook Leads	\$1.97 Per On-Facebook Le...	
<input type="checkbox"/>	Leadgen / Gated content / Latin-7 v1 (AL)	Active	Cost cap	\$100.00 Daily	13,410	16,154	32 On-Facebook Leads	\$1.89 Per On-Facebook Le...	
<input type="checkbox"/>	Leadgen / Gated content / Europe-25 v1 (AL)	Active	Cost cap	\$100.00 Daily	1,603	1,936	5 On-Facebook Leads	\$2.71 Per On-Facebook Le...	
<input type="checkbox"/>	Leadgen / Gated content / US v1 (AL)	Active	Cost cap	\$100.00 Daily	56	64	2 On-Facebook Leads	\$0.42 Per On-Facebook Le...	
<input type="checkbox"/>	AU_Awareness_Broad_Reach_7days	Active	Lowest cost	\$60.00 Daily	24,008	28,427	2,630 Estimated Ad Recall ...	\$0.02 Per Estimated Ad Re...	
<input type="checkbox"/>	CA_Awareness_Broad_Reach_7days	Active	Lowest cost	\$60.00 Daily	36,927	44,932	3,730 Estimated Ad Recall ...	\$0.02 Per Estimated Ad Re...	
<input type="checkbox"/>	UK_Awareness_Broad_Reach_7days	Active	Lowest cost	\$60.00 Daily	37,784	44,396	4,390 Estimated Ad Recall ...	\$0.01 Per Estimated Ad Re...	
<input type="checkbox"/>	SE, DK, NO, NL, CZ, FR, PT, PL, IT_Awareness...	Active	Lowest cost	\$110.00 Daily	163,973	188,895	13,800 Estimated Ad Recall ...	\$0.01 Per Estimated Ad Re...	
> Results from 340 campaigns					599,576 People	924,145 Total	-	-	

Growth Hacking With Facebook Ads

Client name: Paradize Image Nig. Ltd.

The Issues:

- High CPR and poor Facebook results
- Absence of Ads measurement tools
- Mass loss of leads due to mismanagement of data

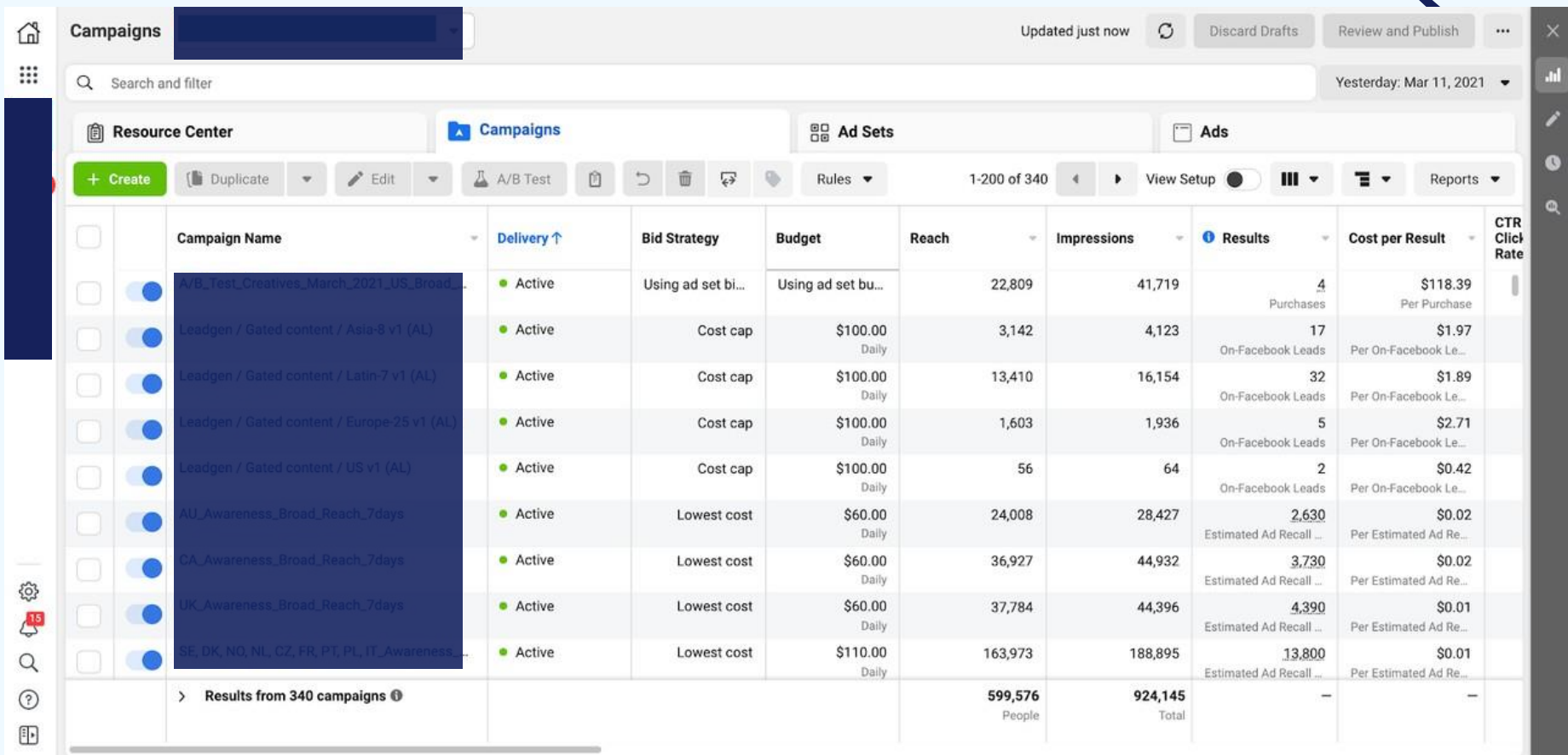
Campaigns Ad sets Ads

+ Create Edit A/B Test Rules View Setup Columns

	Off / On	Campaign	Purchase ROAS (return on ad spend)	Purchases	Cost per purchase	Purchases conversion value
<input type="checkbox"/>	<input type="checkbox"/>		22.69 [2]	121 [2]	₦831.93 [2]	₦2,284,400.00 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>		1.95 [2]	71 [2]	₦8,940.17 [2]	₦1,237,250.00 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>		15.38 [2]	48 [2]	₦1,185.38 [2]	₦875,200.00 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>		5.55 [2]	37 [2]	₦2,702.70 [2]	₦554,850.00 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>		6.14 [2]	17 [2]	₦2,941.18 [2]	₦307,000.00 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>		5.71 [2]	22 [2]	₦2,387.98 [2]	₦299,900.00 [2]
<input type="checkbox"/>	<input type="checkbox"/>		3.82 [2]	9 [2]	₦7,095.13 [2]	₦243,750.00 [2]

What I did:

1. I accessed the situation and changed campaign objectives from engagement to leads generation
2. Integrated CRM tools for lead management
3. Generated custom audiences and maximized Facebook lookalike audience feature for better Ad delivery
4. Generated over 10,000 leads in 10 months
5. Increased Ad delivery by 80%
6. Reduced CPR to an average of \$0.40
7. Increase Ad revenue from \$6,000 to \$10,000 in 9 months
8. Maximized Ad budget of \$2,000 in 9 months with a ROAS of 500%
9. 50% market expansion to other states in the country.



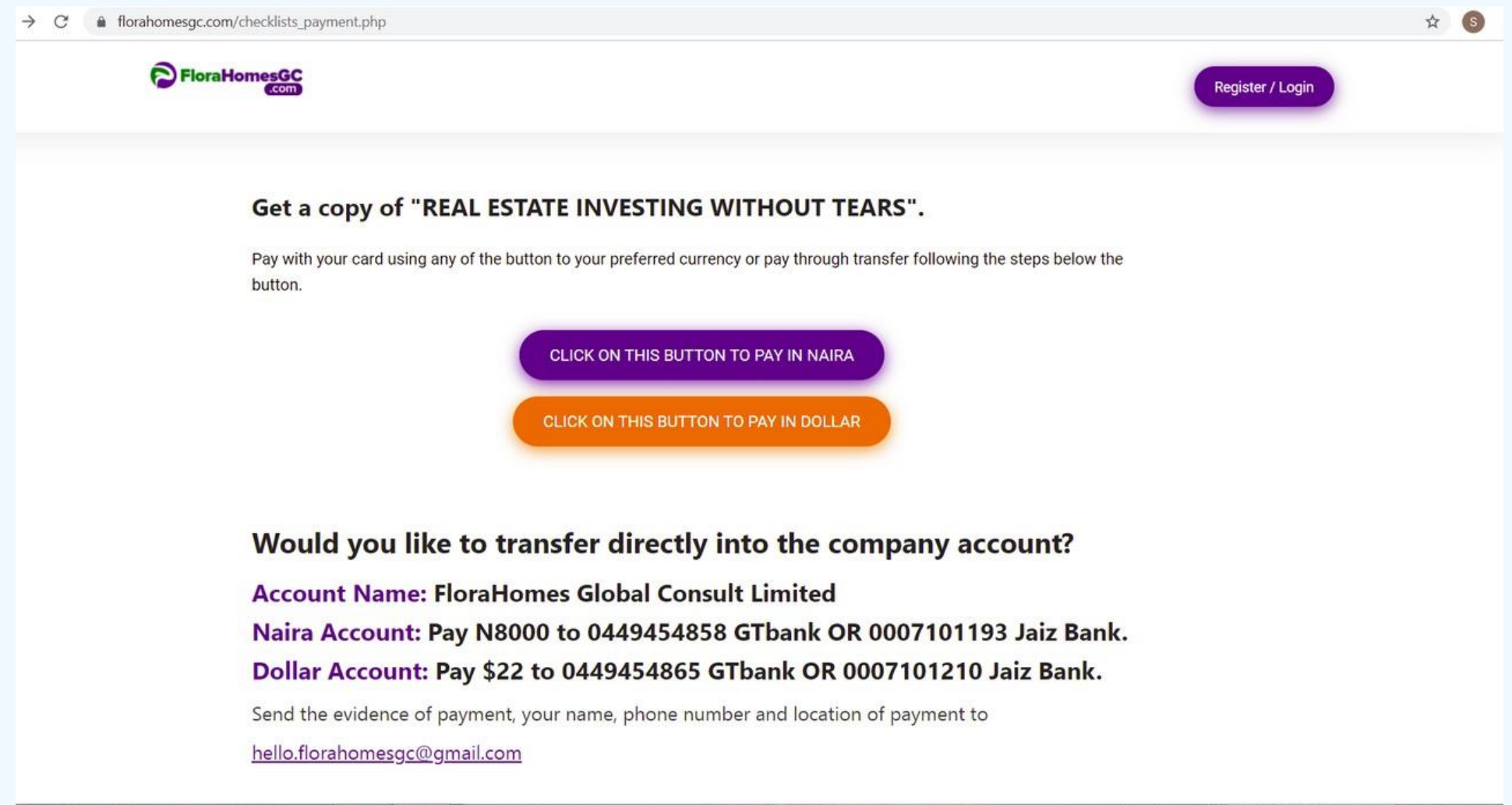
The screenshot displays the Facebook Ads Manager interface. At the top, there's a 'Campaigns' tab selected, with a search bar and filters. Below the tabs, a table lists various campaigns. The table has columns for Campaign Name, Delivery status, Bid Strategy, Budget, Reach, Impressions, Results (including Purchases, On-Facebook Leads, and Estimated Ad Recall), Cost per Result, and CTR Click Rate. The campaigns listed include 'A/B Test Creatives March 2021 US Broad', 'Leadgen / Gated content / Asia-8 v1 (AL)', 'Leadgen / Gated content / Latin-7 v1 (AL)', 'Leadgen / Gated content / Europe-25 v1 (AL)', 'Leadgen / Gated content / US v1 (AL)', 'AU Awareness Broad Reach 7days', 'CA Awareness Broad Reach 7days', 'UK Awareness Broad Reach 7days', and 'SE, DK, NO, NL, CZ, FR, PT, PL, IT Awareness...'. The table shows a total of 599,576 people reached and 924,145 impressions across 340 campaigns.

Campaign Name	Delivery	Bid Strategy	Budget	Reach	Impressions	Results	Cost per Result	CTR Click Rate
A/B Test Creatives March 2021 US Broad	Active	Using ad set bi...	Using ad set bu...	22,809	41,719	4 Purchases	\$118.39 Per Purchase	
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Results from 340 campaigns				599,576 People	924,145 Total			

Facebook Conversion Ads

Client name: florahomesgc.com

The client was having issues setting up conversion campaigns on their website. The pixel was not properly installed and it was not generating the revenue the client wanted. The new ios 14 updates was affecting the client's results. Also, the domain was yet to be verified.



FACEBOOK

Home

FloraHomes GC Ltd.

Ads Manager

Ads Reporting

Business Settings

Events Manager


Verify Your Business Email to Continue

In order to use this business account, you need to verify the email you entered when creating it. If you didn't receive a verification email, you can request a new one in Business Settings under Business Info.

Go to Business Settings

Good afternoon, [REDACTED]

Ad Account Performance



Alerts

No new alerts.

See All Alerts

FACEBOOK

Business Settings

Floralegit WORLD

Users

Accounts

Pages

Ad Accounts

Business Asset Groups

Apps

Instagram Accounts

Line of Business

WhatsApp Accounts

Data Sources

Brand Safety

Domains

Block Lists

Domains

Filter by name or ID

Add

florahomesgc.com

Not Verified

Remove

florahomesgc.com

Not Verified

Owned by: Floralegit WORLD ID: 467220004589668

Meta-tag Verification

HTML File Upload

DNS Verification

Set the meta-tag containing the verification code into the <head> section of your website's homepage.

Meta-tag Verification

Here are the basic steps:

1. Add this meta-tag to the <head> section in the HTML of your domain homepage, florahomesgc.com:

<meta name="facebook-domain-verification" content="ai8pfi4msef11bms2mxdn00hyhl7mc" />

2. Confirm that the meta-tag is visible by visiting http://florahomesgc.com/ and viewing the HTML source.

3. Click Verify

Verify

Ad Accounts

sting one to FloraHomes GC Ltd. in Business Settings.

Business Settings

Settings

Notifications

Search

Help

Account

1. I resolved the Facebook pixel issue and it started tracking the right events
2. Created a new Ad account for the right pixel
3. I verified the domain in order to comply with the ios14 updates
4. I set up web configuration events to track results that matter

The screenshot shows the Facebook Events Manager interface. On the left, under 'Data Sources', there is a list of event sets: 'FloraHomesGC 2021' (ID: 929015571183804), 'Kifayah Adeniyi-omotosho Mompren...' (ID: 625466240966736), and 'Default Offline Event Set For Floralgi...' (ID: 422494604835855). The main panel shows the 'Test Events' tab for 'FloraHomesGC 2021'. It indicates 'Receiving activity' from 'florahomesgc.com' with 'TEST66379'. Below this is a table of events received.

Events Received	Received From	Setup Method	Event ID	Time Received
PageView Processed	Browser	Manual Setup		Today at 1:17:12 PM
Add Payment Info Processed	Browser	Event Setup Tool		Today at 1:16:53 PM
PageView Processed	Browser	Manual Setup		Today at 1:16:52 PM
Add Payment Info Processed	Browser	Event Setup Tool		Today at 1:16:33 PM
PageView Processed	Browser	Manual Setup		Today at 1:16:22 PM

The screenshot shows the Facebook Business Settings page for 'Floralegit WORLD'. The 'Domains' section is active, showing 'florahomesgc.com' as a verified domain. A modal dialog box is displayed in the center with a green checkmark and the text 'florahomesgc.com is verified!', with a 'Done' button at the bottom right.

5. I set up a conversion campaign which was successful

6. All issues resolved.

OSPF Vs ISIS - Huawei Enterprise(4) WhatsAppAds Manager - Manage Ads - AdFacebook










business.facebook.com/adsmanager/manage/ads?act=633583906720971&business_id=843404285854207&global_scope_id=843404285854207&nav_entry_point=am_local_scope_selector&columns=...

Ads633583906720971 (63358390672097...Updated just nowDiscard DraftsReview and Publish

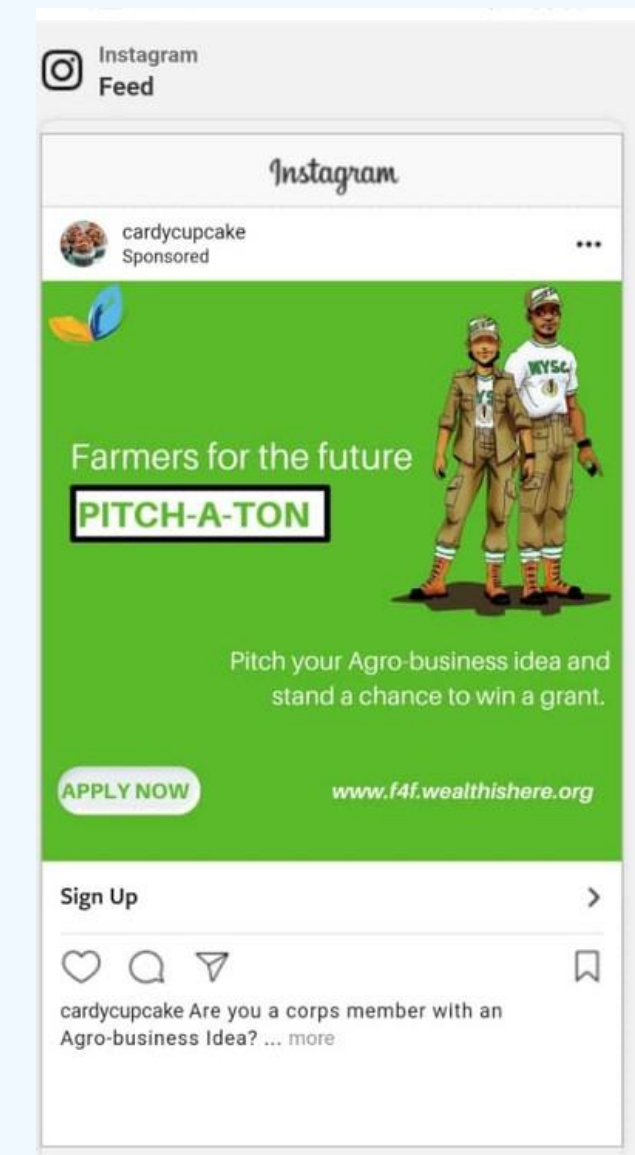
Search and filterThis month: May 1, 2021 – May 9, 2021

Resource CenterCampaignsAd SetsAds

+ CreateDuplicateEditPreviewRulesView SetupReports

	On / Off	Ad Name	Spent	Ends	Frequency	Unique Link Clicks	Landing Page Views	Link Clicks	Cost per Landing Page View
		 May Ebook Ad	\$6.90	May 23, 2021	1.02	8	7 [2]	8	\$0.99 [2]
		 April Ebook Ad COPY	—	May 14, 2021	—	—	—	—	—
		 April Ebook Ad	—	May 16, 2021	—	—	—	—	—
		 New Ad	—	May 15, 2021	—	—	—	—	—
		 New Ad	—	May 15, 2021	—	—	—	—	—
		 New Ad	—	May 15, 2021	—	—	—	—	—
		 New Ad	—	May 15, 2021	—	—	—	—	—
		 Instagram post: Congratulations for coming...	—	Apr 27, 2021	—	—	—	—	—
		 New Ad	—	Apr 12, 2021	—	—	—	—	—
> Results from 114 ads ⓘ			\$6.90 Total Spent		1.02 Per Person	8 Total	7 Total	8 Total	\$0.99 Per Action

Mobile Ads Campaign Placement For BATN foundation

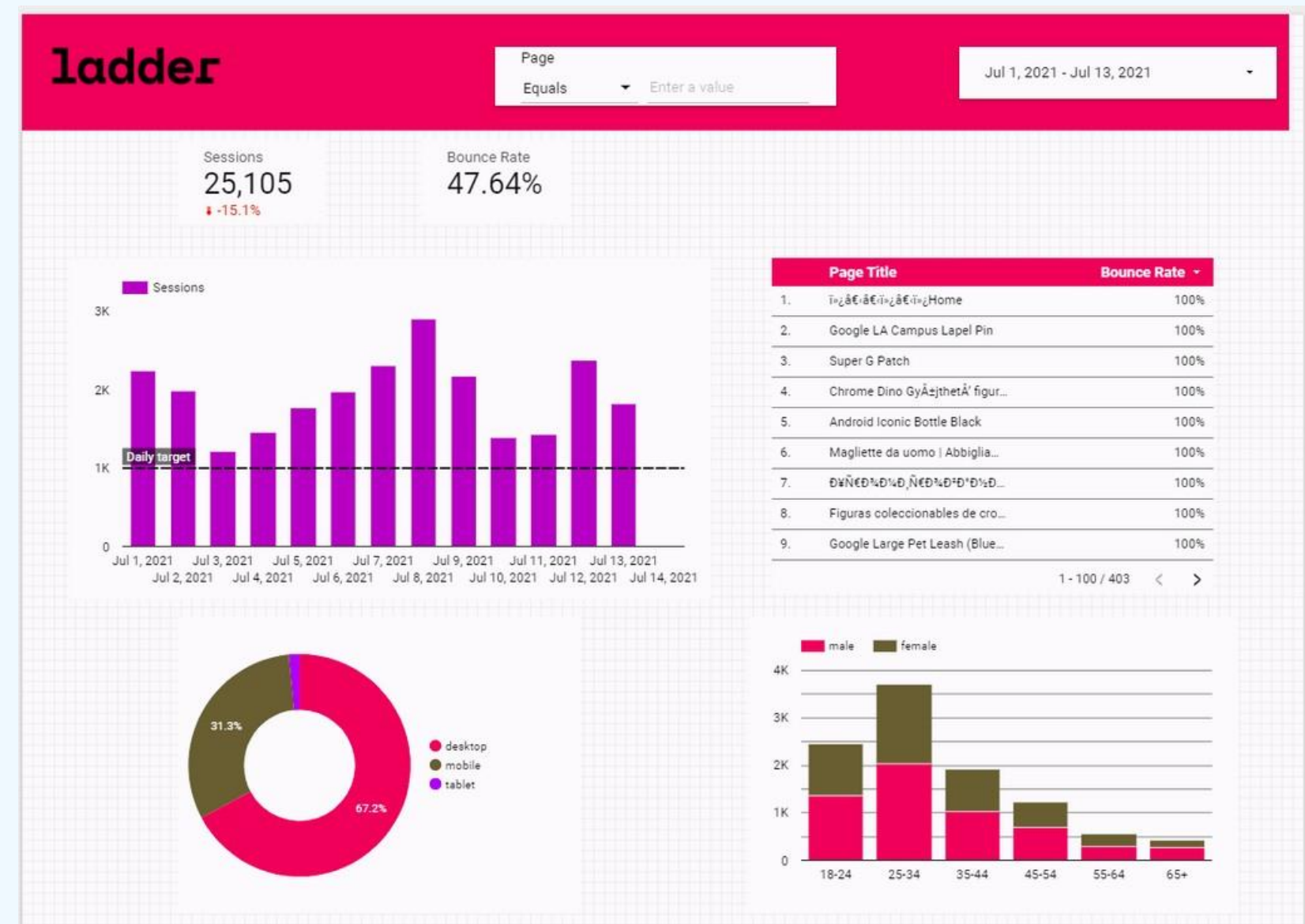


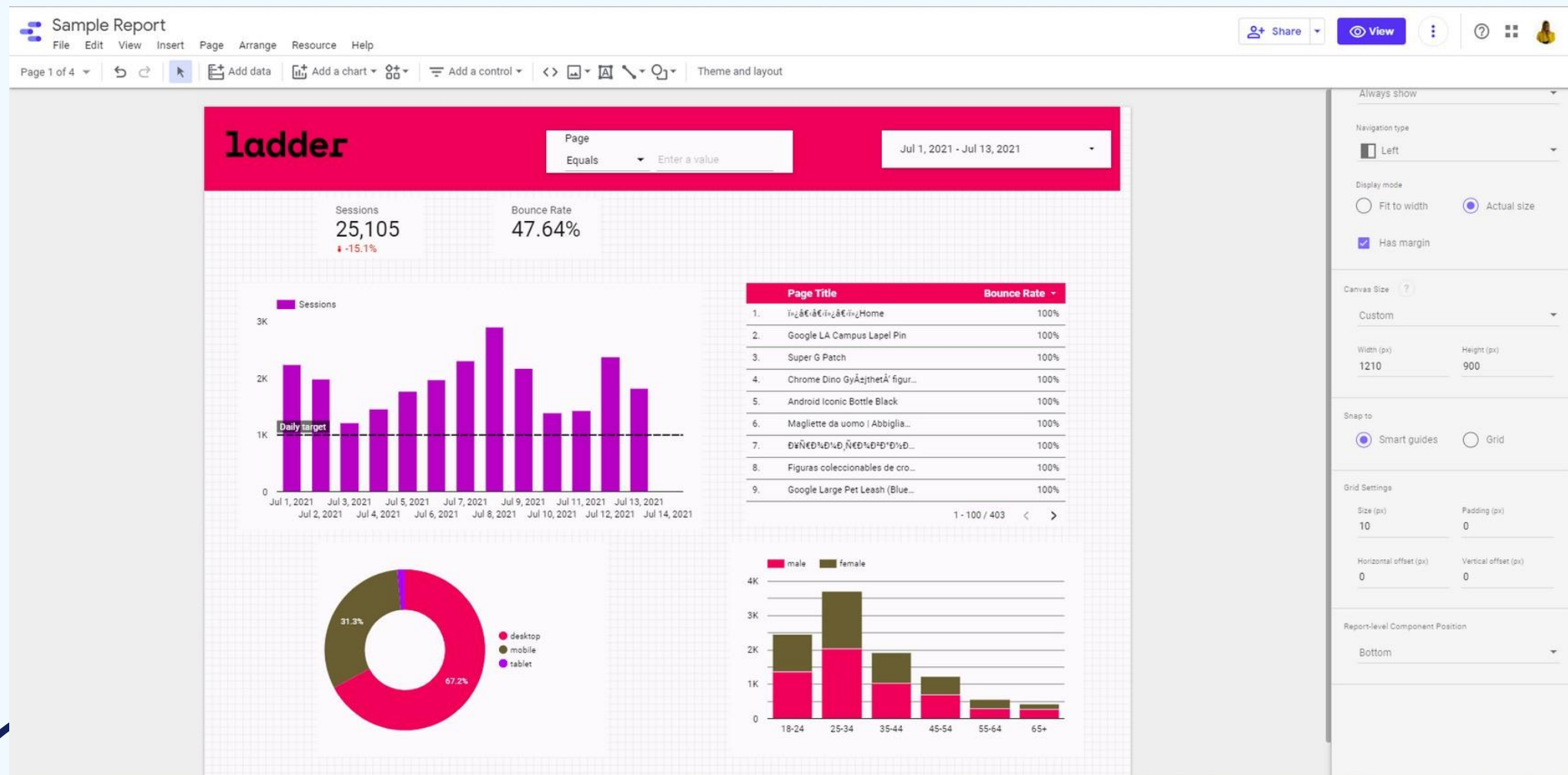
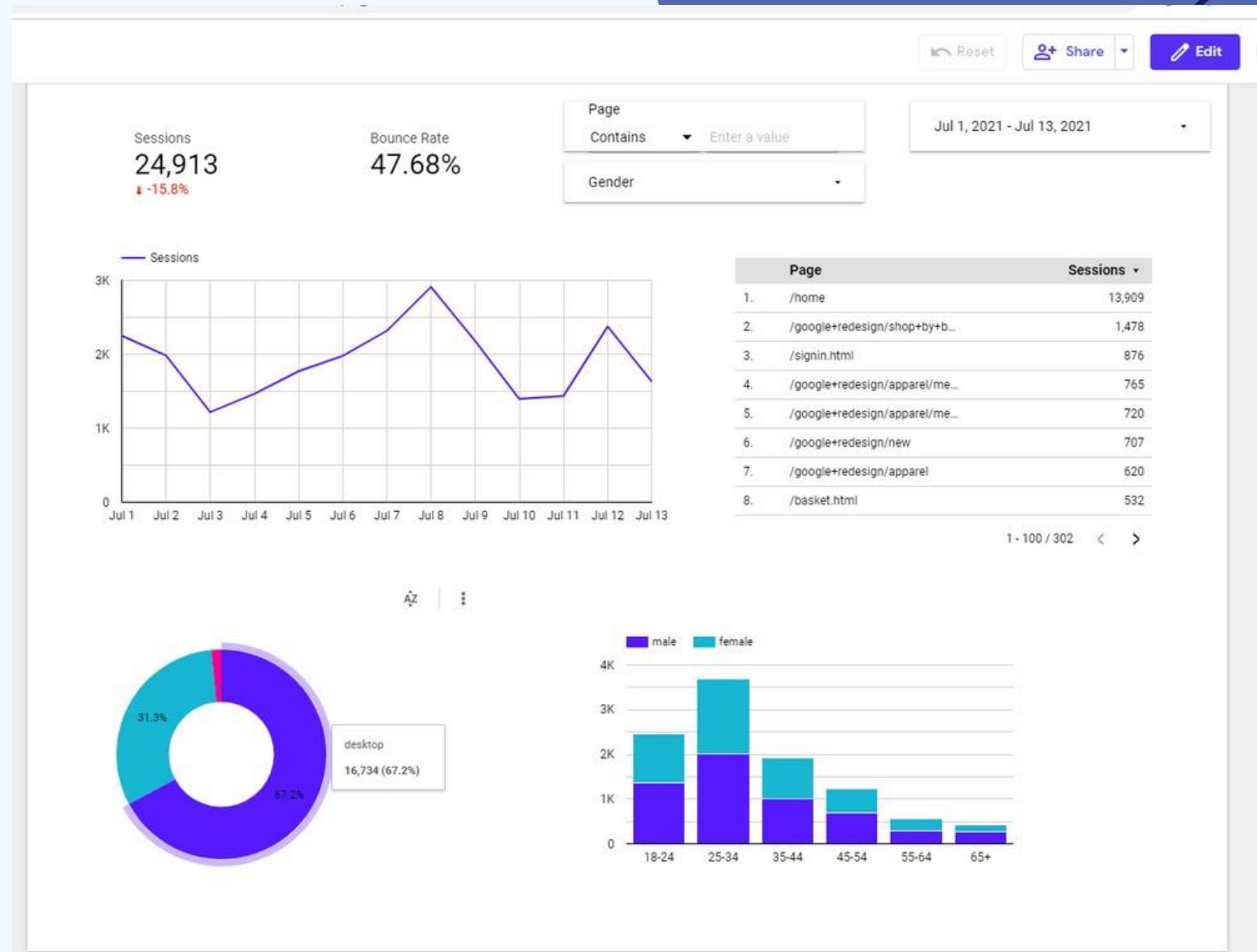
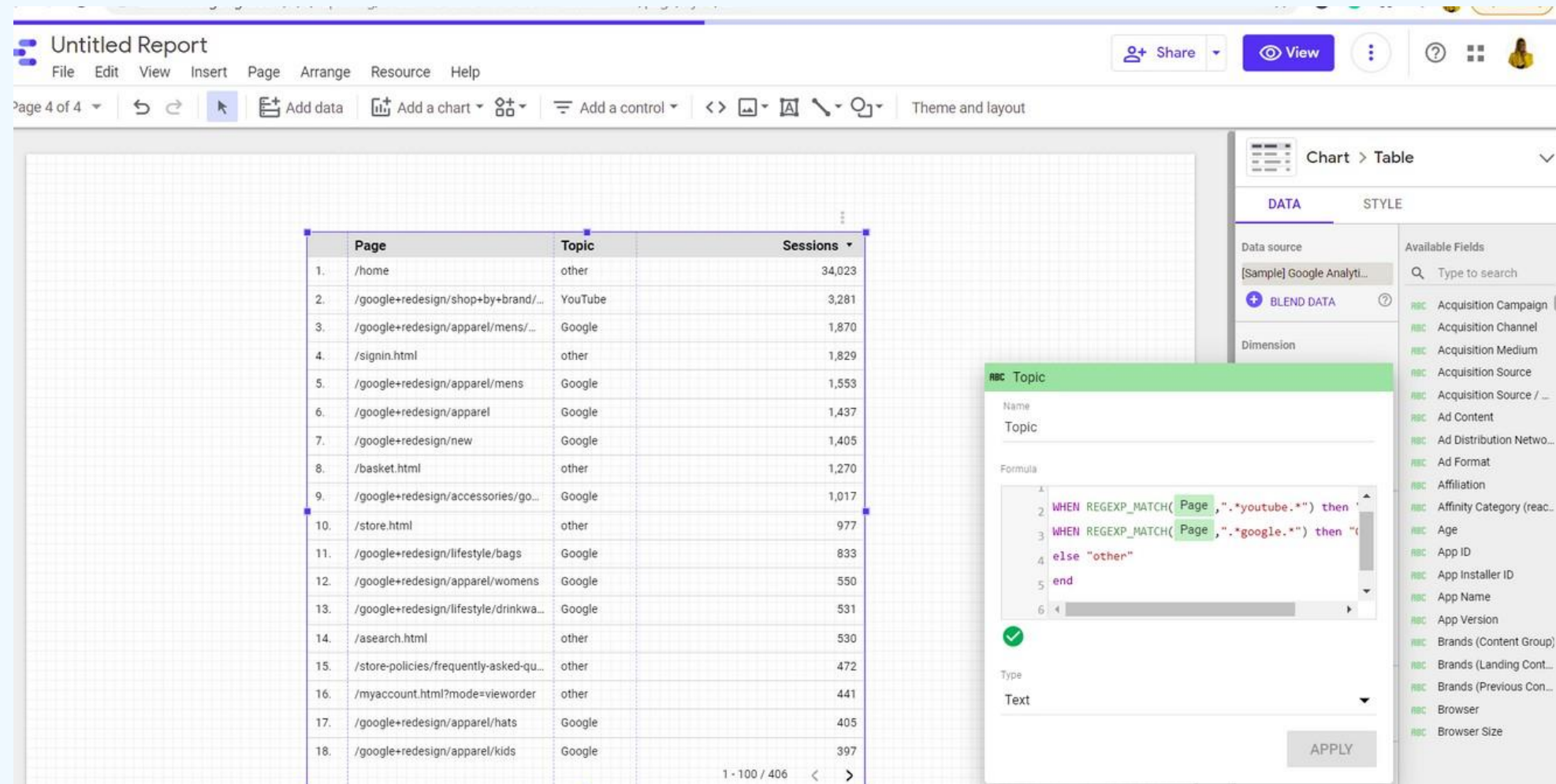
Data Visualization Project Using Google Data Studio

Data Source: Google Analytics, Google Ads, and Google Sheets

In this sample project, I exemplified how I use Google data studio to:

- Add data sources
- Create charts
- Apply controls and filters
- Utilize formulas
- Apply Case statement
- Modify data using regular expressions (REGEX)
- Blend data from different sources
- Style resize and design a report to clients and stakeholders
- Share reports





In these images, I show how I use Data Studio to visualize data with charts, organize data with REGEX and Blend data from different sources.

Here is a [Direct link to view this report in Google data studio](#)



Let's work together

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