



SUMMARY

Result-oriented Performance Marketing Specialist with three years of experience driving impactful digital campaigns across Facebook, Instagram, and Google. Proficient in developing and executing performance marketing strategies to enhance brand visibility and achieve business objectives. Skilled in leveraging data analytics to optimize campaigns, enhance user engagement, and maximize return on investment. A fast and eager learner, and I'm Committed to staying ahead of industry trends and delivering measurable results through innovative marketing initiatives.

EDUCATION

University of Port Harcourt

Bachelor's Degree in Chemical Engineering
2019 - 2024 (in progress)

Emmanuel Akpe's School of Copywriting

Bachelor's Degree in Copywriting.
2021-2022

SKILLS

- Strong organizational skills, presentation skills and research skills to evaluate campaigns
- Exceptional communication and analytical skills.
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Experienced in managing large marketing budgets and Campaign Performance.

ACHIEVEMENTS

- I have written several ad copies and Sales pages that have generated over 7 figures in Sales.
- I have managed and optimized large-budget campaigns that have also brought in 7 figs in Sales.

REFERENCE

References are available upon Request

PROFESSIONAL EXPERIENCE

Full Time Media Buyer / Facebook ads Specialist

Yannis Marketing Agency | April 2023 - Present

- Created and launched ad campaigns on the Meta platform (Facebook and Instagram) that brought in hundreds of conversions consistently ever month.
- Profitably scaled 10s of successful campaigns to maximize ROI.
- Experienced in gathering and analyzing data insights (ROI, ROAS, CPA, CTR, conversion volume, etc.) to deliver reports with accuracy, and propose action plans for optimization.
- Managed and allocated marketing budgets effectively, ensuring optimal resource utilization.

Freelance Facebook ads Specialist

Enquire Fashion | 2022 - 2023

- Planned, Launched, and managed campaigns and ad budgets that grew performance, engagement, customer lead acquisition, and sales targets by over 47% in 12 months
- Presented strategies, insights, and growth opportunities that saved the company funds on advertising costs.
- Wrote the ad copies, and created the ad creatives using Photoshop and other editing tools which lowered our CPM by over 24%

Lead Copywriter and Facebook ads Specialist

Empearl Shop | 2021 - 2022

- Wrote clear and concise ad copies that increased sales by over 67%
- Conduct high-quality research and interviews to understand the target market needs
- Brainstormed ideas and concepts for the visuals and words that doubled the brand's revenue the following year.