

CONTACT

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EDUCATION

FEDERAL UNIVERSITY OF
AGRICULTURE ABEOKUTA

Bachelor of Agriculture Science
2018-2024

SKILLS

- ➔ Sales funnel Optimization
- ➔ Digital Marketing & Paid Advertising (Meta, Google, TikTok)
- ➔ Proficient in using CRM software
- ➔ Content Strategy & Conversion Copywriting
- ➔ Good communication skills
- ➔ Critical Thinking
- ➔ Performance Analysis &
- ➔ Campaign Scaling Content Development

ABOUT ME

Dynamic and results-oriented Chief Executive Officer with proven expertise in digital marketing strategy, brand development, and performance advertising. Founder and CEO of Zoe Digital, a fast-growing marketing agency known for delivering data-driven campaigns that convert leads into loyal customers. Passionate about helping brands scale through innovative digital solutions, creative storytelling, and audience psychology.

WORK EXPERIENCE

FREELANCING

- Created and managed paid social campaigns for clients in e-commerce, real estate, and personal branding sectors.
- Conducted A/B testing, budget optimization, and retargeting strategies to enhance conversions and reduce CPA.
- Developed ad copies, creative concepts, and landing pages that aligned with each brand's voice and campaign objectives.
- Collaborated with clients to identify audience segments, define KPIs, and monitor campaign performance analytics.
- Provided data-backed insights and performance reports to clients for continuous improvement and scalability.