

CONTACT

+234-916-895-8347

jtaiwo059@gmail.com

1 Aina Street, Surulere Lagos, Nigeria
100001

<https://www.linkedin.com/in/taiwo-joseph-9b4403350/>

SKILLS

- Meta (Facebook/Instagram) Ads
- Analytics & Reporting
- Advanced Video Editing & Motion Graphics
- Marketing & SMM Strategy
- A/B Testing
- B2B Marketing Support
- Branding & Visual Identity
- Paid Social Campaigns
- Funnel Planning
- Marketing Campaign Design
- LinkedIn Ads
- Lead Generation

INDUSTRY EXPERIENCE

- SaaS 3.5 years
- B2B Marketing 4 years
- E-commerce / Marketplace 3 years
- Fintech & MedTech 3 years
- Education 3 years

LANGUAGES

English

French

Spanish

Afrikkan

TAIWO MOYOSOLA

PROFESSIONAL SUMMARY

Media Buyer & SMM Team Lead with 4 years of experience running paid social and content systems for B2B, SaaS, e-commerce, and tech leaning brands. I plan and manage Meta and LinkedIn campaigns, coordinate creatives, and align organic content with ads to drive qualified traffic, leads, and sales. Strong at simplifying offers into clear messages, building repeatable content workflows, and reporting on key metrics like CPL, CTR, CAC, and ROAS.

WORK HISTORY

Sales & Marketing Representative

PNT Team - Lagos, Nigeria

06/2019 - 11/2022

- Supported acquisition campaigns by identifying and qualifying potential leads, contributing to improved sales performance.
- Collaborated with multiple marketing teams on promotional activities and basic social content to support outreach

Marketing Content Designer & SMM Lead

Gazer Lazer - Illinois, Canada

03/2021 - PRESENT

Freelance Remote

- Plan and execute SMM and paid social campaigns for B2B, SaaS, and e-commerce brands, combining content calendars with Meta and LinkedIn ads to support lead generation and sales.
- Create and test ad creatives and social content (static, carousels, short motion) aligned with brand identity and performance goals.
- Build simple reporting routines, tracking metrics like reach, engagement rate, CPL, and ROAS, and using insights to refine campaigns.