



OMISAKIN TOBILOBA

SOCIAL MEDIA MARKETING &
SHOPIFY MARKETING EXPERT

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United Kingdom

Education

Marketing Expert

2020-2026

Masters of Public Health

2020-2025

Corby, Northamptonshire, United
Kingdom

Certifications

- Google Ads Certification
- Facebook (Meta) Ads Certification
- Digital Marketing Certification

CORE SKILLS

- Social Media Marketing
- Shopify Marketing & Store Growth
- Facebook & Instagram Ads (Meta Ads)
- Google Ads & Display Advertising
- Email Marketing & Automation
- Search Engine Optimization (SEO)
- Conversion Rate Optimization (CRO)
- Sales Funnel Strategy
- Lead Generation & Retargeting
- Content Marketing Strategy

REFERENCES

Available upon request

Language

English

About me

Results-driven Digital Marketing Specialist with over 6 years of experience in social media marketing, Shopify marketing, and paid advertising. Proven track record of helping e-commerce brands grow their online presence, increase conversions, and scale revenue through data-driven strategies. Skilled in Meta Ads, Google Ads, SEO, and email marketing with a strong focus on ROI and business growth.

Experience

Social Media & Shopify Marketing Expert

Freelance / Remote | October 2022 – Present

- Managed and scaled social media campaigns for e-commerce brands
- Increased Shopify store sales through targeted ad strategies
- Ran high-converting Facebook & Instagram ad campaigns
- Optimized product pages and funnels for better conversions
- Implemented email marketing campaigns to boost retention
- Conducted SEO strategies to improve organic traffic

Digital Marketing Specialist

Freelance / Contract | January 2020 – September 2022

- Developed marketing strategies for online businesses
- Managed Google Ads and display advertising campaigns
- Created and optimized sales funnels for lead generation
- Improved brand visibility through social media growth strategies
- Delivered measurable ROI through performance tracking

TOOLS & PLATFORMS

- Shopify
- Facebook Ads Manager
- Google Ads
- Canva
- Mailchimp / Klaviyo
- Google Analytics
- SEMrush / Ubersuggest

PROJECT HIGHLIGHTS

- Scaled Shopify store revenue using targeted ad campaigns
- Increased engagement and conversions through social media ads
- Built email funnels that improved customer retention
- Optimized websites for SEO and higher search rankings