

Samson Ajilore

Growth Marketing | Performance Marketing | RevOps Specialist

Growth Marketing Specialist with 5+ years of experience helping businesses generate leads, automate customer journeys, and increase revenue through paid advertising, high-converting sales funnels, CRM implementation, and AI-powered marketing automation. Experienced in Meta Ads, TikTok Ads, GoHighLevel, email marketing, conversion optimization, and marketing operations. Proven ability to build end-to-end customer acquisition systems that consistently improve conversions and business growth.

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 upwork.com/freelancers/~013cbdf38b1a
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WORK EXPERIENCE

Performance Marketing Specialist

JANIS Marketing Group Agency

Managed Meta and TikTok advertising campaigns focused on customer acquisition, creative testing, and revenue growth for multiple products.

01/2026 - Present | Ibadan, Nigeria

Accomplishments / Tasks

- Designed and launched 100+ high-converting advertising creatives that supported Meta & TikTok advertising campaigns generating 1,000+ sales.
- Developed 40+ high-converting landing pages and sales funnels that increased lead conversion.
- Collaborated with cross-functional team to improve campaign performance.

Client Acquisition for Wellness Program & Enrolment Specialist

Supercharge Your Recovery with Dr. Maria Power

I handled all of the client's funnel steps on GoHighLevel, designed converting sales pages, created and managed the GHL automation workflows, and designed email templates. I was also responsible for lead generation, FB outreach, sales page and landing page copywriting.

06/2026 - 08/2026 | Sydney, Australia

Accomplishments / Tasks

- Designed and automated CRM workflows to reduce manual outreach.
- Recorded 50+ client signups and paid program enrollments.

Marketing Operations Manager

GGR Home Inspections

I was hired to create a sales funnel for a new business venture - a program to help train people who are interested in starting and growing their own home inspection business.

07/2022 - 08/2026 | Miami Lakes, USA

Accomplishments / Tasks

- Recorded 80+ signups and enrollments for the digital training program.
- Designed a converting sales funnel that generated 200+ leads at launch.

CERTIFICATES

GoHighLevel Mastery: Funnels, CRM, Marketing Automation

Udemy

2020 - Present

CRM Systems, Inbound Marketing, Lead Management

HubSpot Academy

02/2025 - Present

EDUCATION

Bachelor of Laws (LL.B.)

University of Ibadan

04/2020 - 12/2025 | Ibadan, Nigeria | 3.40/4.0

SKILLS

Growth Marketing

Meta Ads

TikTok Ads

Email Marketing

Google Ads

A/B Testing

GoHighLevel CRM

HubSpot CRM

Lead Generation

CRM Automation

Lead Nurturing

AI Workflow Automation

Sales Funnel Development

Conversion Optimization

Virtual Assistance

Landing Page Design

Marketing Analytics

Conversion Rate Optimization

Pipeline Management

Revenue Operations (RevOps)

LANGUAGES

English

Native or Bilingual Proficiency

French

Professional Working Proficiency

TECHNOLOGIES

GoHighLevel

WordPress

Shopify

ClickFunnels

Webflow

HubSpot

Zapier

Salesforce

Make

n8n

ChatGPT

Claude

Figma

Canva

CORE COMPETENCIES

Performance Marketing

Revenue Operations

Paid Advertising

Sales Funnels

Virtual Assistance

Marketing Automation