

Festus Elufowohan Oluwadamilare

Performance Marketing Specialist — Media Buyer — Paid Social Advertising Strategist

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Professional Summary

Results-driven Performance Marketing Specialist and Media Buyer with practical experience planning, launching, optimizing, and scaling Meta advertising campaigns for product-based and service-based businesses.

Founder of GDIT Enterprise, where I help businesses acquire customers, generate qualified leads, improve brand visibility, and increase sales through strategic Facebook and Instagram advertising.

Experienced in campaign strategy, audience research, funnel planning, creative direction, copywriting, campaign optimization, Meta Pixel implementation, reporting, and customer acquisition systems.

Skilled at diagnosing campaign performance issues, improving ROAS, optimizing advertising budgets, and developing conversion-focused marketing strategies for growing businesses.

Core Competencies

- Meta Ads Manager
- Facebook Advertising
- Instagram Advertising
- Paid Social Strategy
- Campaign Planning
- Campaign Optimization
- Budget Management
- Audience Research
- Audience Targeting
- Customer Acquisition
- Lead Generation
- Sales Funnels
- Retargeting Campaigns
- Conversion Campaigns
- ROAS Optimization
- Meta Pixel
- Event Tracking
- Campaign Reporting
- Marketing Analytics
- Ad Copywriting
- Creative Strategy
- Marketing Consulting

Professional Experience

Founder & Performance Marketing Specialist

GDIT Enterprise — Lagos, Nigeria

2024 – Present

- Plan, launch, and manage Facebook and Instagram advertising campaigns for businesses across multiple industries.
- Develop complete paid advertising strategies from campaign planning through optimization.
- Conduct audience research and segmentation to identify high-converting customer groups.
- Configure Meta Ads Manager campaigns including Campaign Budget Optimization (CBO), Ad Sets, placements, and conversion objectives.
- Optimize advertising budgets based on campaign performance and business objectives.
- Produce advertising creatives, campaign copy, landing content, and promotional materials.
- Analyze campaign metrics including CTR, CPC, CPM, Reach, Frequency, Cost Per Result, and ROAS to improve performance.
- Install and configure Meta Pixel for conversion tracking and event optimization where applicable.

- Conduct campaign audits to identify audience overlap, budget inefficiencies, creative fatigue, and optimization opportunities.
- Prepare campaign performance reports and strategic recommendations for clients.

Selected Client Projects

Quellagems

Luxury Bags & Jewelry Brand

- Diagnosed audience saturation and campaign overlap causing declining performance.
- Rebuilt campaign structure targeting high-income women aged 25–47 across Lagos, Abuja, Port Harcourt, and Ghana.
- Identified gift-buying men as a strong-performing audience segment and incorporated insights into campaign strategy.
- Managed Instagram DM conversion funnel with a structured daily advertising budget.
- Improved campaign organization through better audience segmentation and budget allocation.

Enechambs Food

Food Bundle Business

- Planned and managed WhatsApp lead generation campaigns using Meta Ads.
- Generated approximately 30 customer enquiries during the campaign period.
- Diagnosed that low sales conversion resulted from sales process rather than advertising performance.
- Designed WhatsApp follow-up scripts, objection handling messages, sales copy, campaign creatives, and customer order workflow.

Marketing Services

- | | |
|------------------------|----------------------------|
| • Facebook Ads | • Funnel Strategy |
| • Instagram Ads | • Audience Research |
| • Lead Generation | • Campaign Audits |
| • Customer Acquisition | • Creative Strategy |
| • Brand Awareness | • Marketing Consulting |
| • Traffic Campaigns | • Copywriting |
| • Engagement Campaigns | • AI-assisted Marketing |
| • Sales Campaigns | • Business Growth Strategy |

Software

Meta Ads Manager

Meta Business Suite

Facebook Business Manager

Google Ads

Google Analytics (Basic)

Google Workspace

Microsoft Office

Canva

Adobe Express

ChatGPT

AI Image Generation

AI Video Generation

Industries Supported

Fashion

Beauty

Restaurants

Food Businesses

Photography

Furniture

Education

Christian Organizations

Personal Brands

Small Businesses

Startups

Education

MIVA Open University

B.Sc. Mass Communication & Media Studies (In View)

Expected Graduation: 2028

Divine Grace Computer College

Diploma in Accounting Applications

2024

Diploma in Computer Applications & Graphic Design

2024

Professional Strengths

Data-driven Decision Making

Customer Acquisition Strategy

Analytical Thinking

Creative Problem Solving

Campaign Diagnostics

Strategic Communication

Marketing Leadership

Continuous Learning