

OLAWOYIN OLUWATOBI

Sales & Digital Marketing Specialist

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PROFILE

Results-driven Sales and Digital Marketing Specialist with four years of experience helping businesses grow through data-driven strategies, high-performing advertising campaigns, and strong client relationships. Known for strategic planning, adaptability, problem-solving, and leadership, I consistently deliver measurable results aligned with business goals.

With a focus on building effective systems, enhancing client acquisition, and strengthening brand visibility, I bring international-standard marketing expertise that supports companies in scaling sustainably.

CORE SKILLS

- Strategic Planning & Execution
- Lead Generation & Prospecting
- Sales Strategy & Funnel Development
- Meta (Facebook & Instagram) Advertising
- Social Media Management
- Client Relationship Management
- Team Leadership & Collaboration
- Negotiation & Problem-Solving
- Graphic Design for Marketing
- Content Development

Certifications

- Social Media Marketing Crash Course – Janet Machuka
 - How to Incorporate PPC Into Your Marketing Strategy – Semrush Academy
 - Emoji Marketing Mini-Course
 - Master Your Brand Voice Workshop – Jack Appleby
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WORK EXPERIENCE

One C Agency, Canada

Nigeria Digital Marketing Head | *January 2025 – Present*

- Designing and launching Meta ad campaigns to acquire and retain clients.

- Managing and optimizing sales funnels to increase conversion and revenue.
- Supporting international team operations with performance-focused marketing insights.

Omnise Logistics (Nigeria)

Head of Marketing | *July 2024 – January 2025*

- Developed and executed strategies to improve brand visibility and customer acquisition.
- Increased engagement and lead flow through combined online and offline marketing campaigns.
- Built a growth system that attracted new clients and strengthened market presence.

Reussir Travels and Tours (Contract)

Digital Marketing Manager | *March 2024 – June 2024*

- Managed full social media operations and ran targeted ads to increase service sales.
- Created and implemented sales strategies while improving online customer experience.

Study with FM UK (Contract)

Nigeria Digital Marketing Lead | *Nov 2023 – Feb 2024*

- Oversaw all social media accounts and executed ad campaigns to drive leads.
- Designed and implemented innovative sales strategies for improved student acquisition.

Finosell Global Limited

Operations Manager | *Dec 2021 – Oct 2023*

- Managed staff and coordinated operations from product ideation to launch.
- Ensured quality control by working closely with each team throughout development.
- Represented the CEO in strategic decision-making and client communications internationally.

EDUCATION

Federal University of Technology, Akure

Bachelor of Engineering (2018 – 2024)

Mechanical Engineering Technology

Grade: Second Class Upper

The Federal Polytechnic Ede, Osun State

National Diploma (2015 – 2017)

Mechanical Engineering

Grade: Distinction

LANGUAGES

- English (Fluent)

- Yoruba (Native)
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ADDITIONAL INFORMATION

- Open to relocation and remote international roles.
- Experienced in multicultural teamwork and digital collaboration tools.