

# ALAO ROQEEBAT OMOTOKE

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## PROFESSIONAL SUMMARY

Performance Marketing & Growth Manager with **5+ years of experience** driving scalable, data-led growth across FMCG, fintech, banking, food, e-commerce, and consumer brands. Proven track record managing **₦100M+ in media spend** across Meta, Google, TikTok, LinkedIn, and programmatic platforms.

Known for **reducing acquisition costs, fixing broken attribution, and building repeatable testing systems that turn paid media into a predictable growth engine.** Experienced in both agency and in-house environments, with hands-on ownership of strategy, execution, optimization, and reporting.

Delivered impact across regional and global brands, earning **Best Performing Team (2023) and Outstanding Performance Team (2024) awards** at Wild Fusion Limited.

## CORE COMPETENCIES:

- Performance Marketing Strategy & Media Buying
- Paid Social & Search (Meta, Google, Twitter (X), TikTok, LinkedIn)
- Funnel Optimization & Conversion Tracking
- A/B Testing & Creative Experimentation
- App Growth (Install → Engagement → Retention)
- Attribution, Analytics & Measurement (GA4, GTM)
- Budget Scaling & Efficiency Optimization
- Cross-functional Collaboration

## TOOLS & PLATFORMS

**Paid Media:** Meta Ads, Google Ads (Search, Display, YouTube), Twitter (X) Ads, TikTok Shop, TikTok Ads, LinkedIn Ads, Programmatic DSPs

**Analytics & Tracking:** GA4, Google Tag Manager, Meta Events Manager, UTMs, Looker Studio, Excel

**Optimization:** A/B Testing, Creative Testing, Bid Strategy Optimization, Budget Pacing

**Collaboration:** Slack, Notion, Clickup

**Creative Alignment:** Figma, Canva, UGC workflows

## WORK EXPERIENCE

### Wild Fusion Limited — Lagos, Nigeria

**Paid Media Manager** | Dec 2020 – Present

- Led paid media strategy and execution for **Unilever (Lipton, Rexona, Knorr), PepsiCo Ghana, Chicken Republic, MasterRemit, and Access Bank**
- Managed **₦100M+ in cumulative ad spend**, delivering results across awareness, engagement, app installs, and conversions
- Optimized campaign performance by reallocating budgets, testing bidding strategies, and refining audience intent
- Designed **install-to-retention frameworks** for fintech and e-commerce apps
- Executed cross-border campaigns across **Nigeria and Ghana**
- Introduced quarterly performance reviews, delivering insight-led optimization roadmaps to clients
- Implemented structured tracking frameworks using **GA4, UTMs, and custom event setups**

### Recognition

- Best Performing Team – 2023
- Outstanding Performance Team – 2024

## FEATURED PERFORMANCE CASE STUDY

### Moonlight Studio – In-House Performance Marketing (UK Market)

**Brand:** Main Squeeze (Stylish Compression Socks)

#### Challenge

- High acquisition costs
- Inconsistent Meta Ads performance
- Poor funnel visibility

#### Actions Taken

- Took full ownership of **strategy, execution, and optimization**
- Built a **structured A/B testing framework** using solution-aware audiences
- Applied **AIDA-based creative and copy frameworks**
- Fixed attribution gaps caused by cookie consent issues via **dual-trigger Meta Pixel setup**
- Implemented **Meta Advanced Matching** to improve optimization signals
- Shifted messaging from education to **clear product differentiation (style + function)**
- Expanded performance testing into **TikTok Shop** and prepared Spark Ads rollout

#### Results

- Reduced cost per result from **£243 to £62.62**
- Increased adds-to-cart, checkouts, and creative engagement

- Restored reliable tracking and attribution for confident budget scaling
- Established a **repeatable, scalable performance framework**

## SELECTED PROJECTS & CAMPAIGNS

### Chicken Republic – Refuel@#1k Campaign (Chowdeck Partnership)

- Launched influencer-led paid campaign with Refuel Meal as hero product
- Generated **₦1.5B+ in transactions** and **300K+ orders** in first week
- Drove **200% audience growth** and **₦6–20M earned media value** via UGC

### Access Bank – Access More App Campaign

- Google Ads (Android-only targeting)
- Delivered **34,000+ app installs** and **6M+ impressions**
- Improved conversion rates through weekly creative optimization

### Golden Penny Foods – Paid Media Growth Project

Mar 2025 – Jul 2025

- Delivered **400x engagement growth** across Meta platforms
- Generated **30M+ impressions** within 3 months

## EDUCATION

**B.Sc. Business Administration** – University of Lagos (*In View*)

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- CXL Institute – Facebook Ads for E-commerce (2025)
- CXL Institute – Google Ads for E-commerce (2025)
- Google Advanced Analytics (GA4) Certification (2024)
- Meta Blueprint Certification (2020–2024)
- Twitter Flight School Certification (2020)
- Product-Led Growth – Udemy (2023)
- Growth Marketing Fundamentals – Udemy (2023)
- Wild Fusion Digital Centre – Digital Internship Program (2020)