

Ayo Olofin

A results-driven social media and digital marketing professional with more than seven years of experience building brand visibility, creating multi-channel content, and turning audience attention into measurable growth.

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01

Demand generation for a travel brand

TMOG, Canada | Marketing Manager and Social Media Lead | 2020-2024

Led content-driven digital marketing and social media campaigns designed to expand awareness, increase qualified website traffic, and build a dependable lead pipeline. Managed campaign direction and used performance insights to improve execution.

+200%

website traffic

+70%

brand awareness

5,000+

leads per month

02

Audience and engagement growth

Zaptele, Canada | Sales and Marketing Manager | 2021-2023

Led social campaigns, paid advertising, and content marketing initiatives. Developed consistent messaging and campaign content that expanded the audience, increased participation, and supported traffic and subscriber growth.

+200%

follower growth

+150%

engagement growth

Paid

campaign management

03

SEO, social and email growth engine

Academy of Grit, Canada | Digital Marketing Specialist | 2023-2024

Managed SEO, SEM, social media, and email campaigns as an integrated acquisition system. Strengthened online visibility and converted content and campaign activity into measurable audience and lead growth.

+150%

website traffic

+30%

brand awareness

2,000+

leads per month

CORE CAPABILITIES Social strategy, content calendars, copywriting, community management, paid social, campaign analytics, brand storytelling, email marketing, SEO and SEM	TOOLS Meta Business Suite, Google Ads, Google Analytics, Hootsuite, Buffer, HubSpot, Salesforce, Canva, CapCut and Figma
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