

KAMALDEEN OLOWO

Social Media Marketing & Paid Advertising Specialist | Digital Marketing | Administrative Assistant | Google Ads Certified | Driving ROAS & Engagement Growth

ismailkamaldeen2536@gmail.com | +2349132731176 | Lagos state Nigeria

linkedin.com/in/kamaldeen-olowo-183738386 | kamal-ads.base44.app

skillshop.credential.net/075521d4-7844-446d-a92d-348fb2d1f5d4

Summary

Results-driven **Social media & Paid Ads Manager** with 9+ years scaling brand presence and paid performance for global names including Amazon, Marks & Spencer, Cisco, Emaar Dubai, and Jumia. Google Ads Certified, MBA-qualified, and consistently delivering 30–40%+ increases in ROAS and social engagement through data-driven Meta and Google Ads strategy.

Proven track record of owning 100% of social media operations—content strategy, community management, and performance reporting—across Instagram, TikTok, Facebook, and LinkedIn for international, multi-market brands. Skilled in audience segmentation, A/B testing, and budget optimization, with a consistent history of reducing CPC/CPL while scaling qualified leads and conversions.
Passionate about turning paid and organic channels into measurable business growth, blending creative strategy with performance analytics to maximize every dollar of ad spend.

Professional Experience

03/2026 – 07/2026
Remote

Realty Pro Shots
Social Media & Paid Media Manager | App Acquisition
Part-Time / Contract | 20 hrs/week

- Manage Meta Ads campaigns focused on **app downloads, lead generation and brand awareness**, including audience targeting, creative testing, optimisation and reporting.
- Manage Facebook and Instagram content, community engagement, DMs and comments to support user acquisition.
- Monitor campaign performance, **app installs, lead quality and CPL**, making ongoing adjustments to improve results.

10/2025 – 01/2026
Remote

Florida Pure Water Services
Meta & Google Ads Manager (Freelance)

- Directed a multi-channel paid advertising ecosystem across Google Search and Meta—strategy, creative direction, budget allocation, daily optimization—driving a 30% increase in qualified residential leads
- Used precision geo-fencing and demographic targeting with Meta "Instant Forms" and optimized ad schedules, cutting cost per lead by 25%
- Ran extensive A/B tests on ad creative and landing pages, achieving a 22% increase in conversion rate and a 4.5:1 ROAS on high-ticket installs

04/2025 – 08/2025
Remote

BapuDataConnect
Google Business, SEO & Paid Media Specialist {Contract}

- Managed Google Ads campaigns to drive **high-intent traffic and sales to the VTU/digital payment platform**, improving campaign performance and maintaining around **4:1 ROAS**.

- Increased **website traffic by 35%** through paid search, SEO and content optimisation, bringing more users to the platform.
- Improved campaign efficiency through keyword targeting, audience segmentation, Smart Bidding and continuous A/B testing.
- Optimised landing pages and conversion paths to turn more paid traffic into **registrations, purchases and platform transactions**.

05/2024 – 05/2025
Remote

Marks & Spencer
Social Media & Paid Ads Manager

- Managed 100% of M&S's social media presence across Instagram, Facebook, X and TikTok—full content lifecycle from ideation to community management and reporting
- Orchestrated and scaled all paid social campaigns on Meta and TikTok, driving a 35% uplift in ROAS through audience targeting, creative testing, and budget allocation
- Delivered a 40% rise in social engagement and a 20% increase in follower base through integrated content + ad strategy
- Maintained brand consistency and premium positioning across all digital touchpoints

09/2022 – 05/2024
Remote

ASOS
Virtual Assistant & Social Media Manager (Contract)

- Built and executed social strategies for TikTok, Instagram, and Snapchat targeting Gen-Z trends—40%+ growth in brand engagement
- Created viral-ready 3D/video content, boosting viewer retention by 25%
- Collaborated with the paid social team on Meta/TikTok ad creative, sustaining a 4:1 ROAS on fashion campaigns
- Led large online communities, driving loyalty and follower engagement

06/2021 – 05/2024
Remote

Jumia Nigeria
Google Ads Specialist(Per Time)

- Managed Google Ads campaigns focused on **driving app downloads and high-intent traffic to Jumia's website**, from keyword strategy and audience targeting to budget allocation and optimisation.
- Increased **ROAS by 35%** through Smart Bidding, search-term optimisation and high-intent audience targeting.
- Increased **conversions by 22%** and reduced **CPA by 20%** through ad-copy, keyword and landing-page testing.
- Monitored campaign performance across **app and web acquisition**, optimising spend toward the channels and audiences generating the strongest results.

05/2023 – 07/2023
Remote

HTEC
Marketing & SEO Specialist{Freelance}

- Managed social, email and paid-media campaigns, increasing engagement by **50%**.
- Improved Google Ads ROI by **35%** while reducing CPC by **20%**.
- Developed SEO-focused landing pages that improved website conversion by **30%**.

06/2019 – 06/2021
Remote

Emaar Dubai
Digital Marketing Specialist

- Directed performance campaigns for luxury launches targeting HNW investors: 30% boost in qualified leads
- Owned multi-million AED budget for Google/Meta Ads: 25% CPL improvement
- Built 360° digital plans (SEO, paid, visual): 40% organic brand search growth

02/2020 – 02/2021
Remote

Amazon.es
Senior Marketing Manager{Contract}

- Led omnichannel campaigns (Paid Social, SEO, email): 45% organic traffic growth, #1 rankings for 10+ keywords
- Managed large-scale Meta/TikTok ad spend: 35% ROAS increase, 4:1 return via A/B testing and audience segmentation
- Increased social engagement 40%, conversion rate 22% paid social,

12/2020 – 06/2021
Remote

Item7
Digital Marketing & Social Media Specialist[Freelance]

- Managed Instagram, TikTok and Twitter content, paid campaigns and community engagement, increasing **social engagement by 40%** within three months.
- Managed Google Ads and paid social campaigns, maintaining around **4:1 ROAS** while driving targeted traffic and conversions.
- Increased **organic traffic by 25%** through SEO and content optimisation.
- Planned and scheduled multi-platform content, improving organic reach, audience retention and follower interaction.

05/2019 – 03/2020
Remote

Omega
Social Media Manager & Content Strategist

- Managed Instagram and LinkedIn strategy, increasing high-intent engagement by **40%**.
- Managed social coverage for global campaigns and product launches, contributing to **25% follower growth**.
- Used social analytics to improve conversion rates by **22%**.

ADDITIONAL CREATIVE EXPERIENCE
Freelance 3D Artist & Video Editor — Fiverr
Freelance
3D Product Artist — Noco
Freelance
3D Product Artist & Video Editor — G-thing Sparkling Water
Freelance
3D Creative Lead & Content Specialist — Kickback
Freelance

🎓 Education

09/2019 – 05/2021
Nigeria

Master of Business Administration (MBA)
University of Ilorin

08/2016 – 02/2019
Nigeria

Bachelor's Degree
Kwara State University
Marketing

Skills

SOCIAL MEDIA & MARKETING
- Social Media Management
- Social Media Strategy
- Content Planning
- Community Management
- Instagram
- Facebook
- TikTok
- LinkedIn
- X
- Thread
- Medium
- Social Analytics
- Social Reporting

CREATIVE & CONTENT
- Short-form Video
- Reels
- Video Editing
- 3D Animation
- Motion Graphics
- Ad Creative
- Canva
- Photoshop
- Blender
- Cinema 4D

PAID MEDIA & PERFORMANCE MARKETING
- Meta Ads
- Google Ads
- TikTok Ads
- Paid Social
- PPC
- LinkedIn Ads
- Retargeting
- Lead Generation
- Audience Targeting
- Campaign Optimisation
- Budget Management
- ROAS · CPL · CPA · CTR
- A/B Testing
- Conversion Rate Optimisation

ADMINISTRATIVE & VIRTUAL ASSISTANCE
- Administrative Assistance
- Virtual Assistance
- Calendar & Schedule Management
- Email & Correspondence
- Meeting Coordination
- Data Entry
- Online Research
- Reporting
- Document Management
- Remote Team Coordination
- Client Communication

Certificates

Google Ads Search Certification
Google Ads Search Certification — Google Skillshop | Certified

EF SET English Certificate
EF SET English Certificate — C2 Proficient (77/100)

Awards

20/04/2021

Outstanding Achievement in Market Research & Consumer Behaviour
FHG
Recognized for a capstone project that utilized advanced data analytics to predict market trends, achieving a "High Distinction" for strategic implementation.

04/07/2020

Dean's Award for Excellence in Digital Media & Innovation
University of Ilorin
Awarded for the top-performing digital marketing simulation in the cohort, resulting in a theoretical 150% ROI through optimized A/B testing and cross-channel