

Ayorinde Gabriel

Growth Strategist, and Digital Marketing Expert

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Address: Alafia Street, Orile Agege, Agege, Lagos State

Professional Summary

Results-driven Digital Marketer and Growth Strategist with over a year experience in designing and executing innovative digital marketing strategies that drive measurable growth. Proven expertise in SEO, PPC, social media marketing, content marketing, growth hacking, and data analytics. Skilled at developing comprehensive campaigns that increase customer acquisition, engagement, and revenue. Proficient at leveraging analytics to optimize marketing efforts and maximize ROI.

Core Competencies

- Digital Marketing Strategy & Execution
- Social Media Management
- Growth Hacking & Conversion Optimization
- SEO, SEM & PPC Campaign Management
- Paid Social & Search Advertising (Google Ads, Meta, TikTok, Snapchat)
- Data Analytics & Performance Tracking (Google Analytics, Looker)
- Content Marketing & SEO Optimization
- Budget Management & ROI Improvement
- Marketing Automation & CRM Tools
- Cross-functional Team Collaboration
- Background Knowledge in programming: HTML, CSS, JavaScript and React

Technical Skills

- Google Ads, Facebook Business Manager, TikTok Ads
- Google Analytics, Looker, SEMrush, Ahrefs
- HubSpot, Mailchimp
- Canva, Figma

Professional Experience

Digital Marketing Strategist / Growth Strategist

Eater Seattle, Remote

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September 2024 to Present

- Led targeted digital marketing campaigns optimizing paid social and search ads across platforms achieving a high user acquisition increase within 10 months.
- Managed a \$10K ad budget spent to improve ROAS.
- Executed advanced targeting and retargeting strategies reducing CPA, increasing conversion rate by 10%.
- Conducted A/B testing to drive engagement boost.
- Developed landing page optimization strategies that improved conversion rates.
- Analyzed multi-channel campaign data to identify trends, informing strategy pivots resulting in an increase in brand awareness.
- Collaborated with teams to align marketing with product launches, to increase adoption and awareness.

Digital Marketing Manager

Faith Clinic, Lagos State

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May to August 2024

- Developed and executed digital marketing strategies enhancing brand awareness and lead generation.
- Managed SEO, PPC, social media campaigns, resulting in an increase in website traffic.
- Optimized campaign execution leading to increase in overall user engagement.

Education

Bachelor of Science in Marketing

University of Ilorin, Kwara State

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2022

Certifications

- Google Ads Certified Professional
- Google Analytics Certified Professional
- GPVT Certified