

AJAYI PHILIP IBUKUNOLUWA

Marketing Operations & Automation Specialist | CRM & Lead Management | Social Media & Content

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PROFESSIONAL SUMMARY

Marketing professional with 5+ years of hands-on experience managing marketing campaigns, social media, lead generation and marketing automation for clients in Nigeria and the USA. Strong at getting systems and back-office processes in place, structuring tasks, and using automation and CRM tools to reduce manual work and keep leads moving through the pipeline. Organised and proactive across marketing execution and administrative operations, with an AI and technology background that adds a practical edge — turning ideas into clear, repeatable, measurable workflows.

CORE COMPETENCIES

Marketing & Operations

- Marketing operations, campaign management, lead generation
- Content planning, content calendars, copywriting
- Process improvement, back-office organization, project coordination
- Funnel & lead-magnet planning and landing page updates

Social Media & Content

- Social media management (Instagram, Facebook, LinkedIn)
- Content scheduling, caption writing, engagement & community monitoring
- Design of marketing assets (Canva)
- A/B testing of ad copy, creative and audiences

CRM & Lead Management

- CRM setup and structure (GoHighLevel; HubSpot)
- Contact management, segmentation, lead qualification
- Pipeline tracking and consistent follow-up
- Lead capture, routing and engagement

Automation & Technology

- Workflow automation (n8n, Make.com)
- Email marketing automation and nurture flows
- Marketing analytics & reporting (Google Analytics, Data Studio)
- Google Ads, Meta Ads, TikTok Ads (paid & performance)
- AI agents and AI-enabled automation, API integrations

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

OCR Marketing Solutions

Jul 2021 - Mar 2026

- Planned and managed Google Ads and Meta Ads lead-generation campaigns across multiple industries, managing budgets of \$500-\$2,000 per month.
- Automated reporting dashboards (Google Analytics + Data Studio) to monitor spend, lead quality and cost per acquisition.
- Ran A/B tests on ad copy, audiences and creative, and structured campaign tasks to keep work on schedule.

Paid Media & Digital Marketing

Deapok Health Management

Oct 2020 - Apr 2026

- Owned end-to-end marketing for a healthcare business - strategy, targeting, creative and optimization.
- Built conversion-focused funnels from awareness to booking, including email automation sequences for lead nurturing.
- Created and updated conversion-focused landing pages and improved cost per acquisition through targeting and funnel refinement.

Social Media & Content Marketer

Skynex

Dec 2024 - Feb 2025

- Managed paid and organic social media across Instagram, Twitter (X) and LinkedIn.
- Planned content calendars, coordinated creative, wrote captions and scheduled posts against campaign goals.
- Monitored engagement and performance metrics to improve reach and lead growth.

Social Media & Paid Marketing

One Stop Autobody & Paint

Apr 2022 - Oct 2024

- Executed Facebook, Instagram and Google Ads campaigns for an automotive services business.
- Refined audiences and ran creative tests to improve account quality and efficiency.
- Organized campaign reporting and tracked results against goals.

Project Supervisor & Team Lead

Streamline Technologies

Jun 2026 - Present

- Coordinates field teams and day-to-day operations across Lagos, keeping tasks organized, on schedule and documented.
- Owns data collection, record-keeping and reporting across active projects - building the back-office systems that keep the work running.

Independent Marketing & Automation

Personal Projects

2019 - Present

- Independently planned and managed Google and Meta ad campaigns end-to-end - strategy, setup, targeting, budget and optimization.
- Built automated lead-generation and nurture flows using email marketing and CRM tools.

EDUCATION

B.Sc. Human Anatomy — Federal University of Technology, Akure (FUTA), 2024

NYSC: Completed

CERTIFICATIONS

- Google Ads (Search & Display) Certification
- Google Analytics Certification
- Jobberman Soft Skills Training

TOOLS & PLATFORMS

Marketing: Google Ads | Meta Ads (Facebook & Instagram) | TikTok Ads

CRM & Email: GoHighLevel | HubSpot | Email marketing & automation tools

Automation: n8n | Make.com | Workflow & process automation

Analytics: Google Analytics 4 | Google Tag Manager | Data Studio

Content & Design: Canva | Content calendars | Landing pages (WordPress, Wix)

Project Management: Notion | Trello | Google Workspace | Microsoft Office

AVAILABILITY

Remote, Lagos-based. Part-time (Tuesdays - Thursdays, 9 AM - 6 PM). Available to start immediately.