

ARIYO OLAMILEKAN SAMUEL

**DATA-DRIVEN SOCIAL
MEDIA MARKETING
AND MANAGEMENT
EXPERT**



ABOUT ME

Hi I'm Sam,

A Result-Oriented Social Media Marketing and Management Manager with a difference and I Help Businesses Grow on Social Media using Sponsored Ads on Facebook, Instagram and Google platforms

I am skilled in Setting up Profitable Ads (Facebook, Instagram and Google) that can help my clients skyrocket their Sales and Revenue using my unique ads strategies

EXPERIENCE SUMMARY

1. Over 5 years of hands-on experience in social media marketing and management, helping brands grow their online presence and drive measurable results.
2. Successfully managed and scaled pages across Instagram, Facebook, X (Twitter), and TikTok for e-commerce, lifestyle, and other diverse industries.
3. Proven expertise in content strategy, paid advertising, and community growth, ensuring consistent brand visibility and engagement.
4. Certified Social Media Marketing Professional (Udemy) and Certified Instagram Page Manager (Udemy).

PROJECTS

- (1) Developed and executed social media strategies that aligned brand storytelling with audience targeting to boost reach and engagement for @gembaapartments.**
- (2) Grew @oduncreamzcakes engagement by over 200% through optimized paid ads, creative content planning, and consistent brand visuals.**
- (3) Managed high-performing ad campaigns across Meta, TikTok, Google, and LinkedIn delivering an average 200% ROI through smart budgeting and audience retargeting for One million Landlord.**
- (4) Created engaging visuals, videos, and captions with Canva & CapCut keeping every brand's tone and aesthetic consistent.**

PROJECTS

(5) Used analytics tools like Meta Business Suite and Google Analytics to track performance and improve campaign results.

(6) Planned and maintained content calendars to ensure consistent posting, trend relevance, and platform-specific engagement for Atis gadget & store

(7) Delivered clear performance reports and insights using Google Sheets to guide strategy improvements.

(8) Built and maintained strong client relationships through open communication and proactive strategy updates.

SKILLS

(1) Digital Marketing Skills

- Social media strategy development
- Content marketing and management
- Brand positioning and storytelling
- Audience research and targeting
- Marketing analytics and data interpretation

(2) Creative & Visual Skills

- Content creation and design using tools like Canva or Adobe Creative Suite
- Copywriting and caption writing
- Trend spotting and creative adaptation
- Maintaining brand aesthetic consistency
- Video editing and reels creation for Instagram, TikTok, and YouTube Shorts

SKILLS

(3) Paid Ads & Performance Marketing Skills

- Facebook and Instagram Ads management (Meta Ads Manager)
- TikTok, Snapchat, LinkedIn, X Ads setup & mgt
- Google Ads (search and display campaigns)
- Budget allocation and bidding strategy
- A/B testing and split testing for optimization
- Pixel and conversion tracking
- Retargeting and creating lookalike audiences

(4) Social Media Management Skills

- Community management and audience engagement
- Content scheduling and calendar planning
- Hashtag research and optimization
- Platform analytics and insights interpretation
- Influencer and partnership collaboration

SKILLS

(5) Technical & Analytical Tools

- **Meta Business Suite**
- **Google Analytics / GA4**
- **Google Tag Manager**
- **Canva / Adobe Photoshop / Illustrator**
- **CapCut / InShot for reels and video edits**
- **Email marketing tools (Mailchimp, ConvertKit)**
- **CRM and lead management systems**
- **Google Sheets or Excel for data reporting and analysis**

(6) Soft Skills

- **Creativity and innovation**
- **Strong communication and collaboration**
- **Time management and organization**
- **Analytical thinking and problem solving**
- **Adaptability to trends and platform changes**
- **Client relationship management**

MY SERVICES

(1) Social Media Advertising & Performance Marketing;

- 1. Target Audience Setup: Identify and segment audiences based on behavior, interests, and demographics to ensure ads reach the right people.**
- 2. Retargeting Ads on Facebook & Instagram: Reconnect with users who've interacted with your brand to drive conversions and sales.**
- 3. Sponsored Ads Fixup: Troubleshoot underperforming ads and optimize campaign settings for better reach and engagement.**
- 4. Paid Ads Campaign Setup & Management: Plan, launch, and manage ROI-focused campaigns across Facebook, Instagram, TikTok, LinkedIn, and Google Ads.**
- 5. Facebook Pixel Setup: Track user actions, build lookalike audiences, and measure ad performance effectively.**
- 6. Naira Prepaid Ads Account Setup: Help businesses set up and fund Meta prepaid accounts for smooth ad operations.**

PS: Other needed services not stated here can be requested and negotiated for.

MY SERVICES

(2) Social Media Strategy & Brand Management;

- 1. Social Media Page Management: Handle day-to-day posting, engagement, and community interactions across social platforms.**
- 2. Page Revamp: Redesign and optimize your social media pages for a professional, conversion-driven look and feel.**
- 3. Social Media Page Audit: Evaluate page performance, identify gaps, and provide actionable recommendations for growth.**
- 4. Hashtag Research & Optimization: Discover and use effective hashtags to increase reach and visibility.**
- 5. Influencer Marketing Management: Collaborate with influencers to boost brand awareness and credibility.**
- 6. Google My Business Setup & Optimization: Enhance your brand's local visibility and help potential customers find you easily on Google.**

PS: Other needed services not stated here can be requested and negotiated for.

MY SERVICES

(3) Content Creation & Brand Storytelling;

- 1. Content Creation & Curation: Craft scroll-stopping visuals, videos, and captions that align with your brand tone and goals.**
- 2. Brand Positioning & Storytelling: Build a cohesive brand identity that connects emotionally with your audience.**

(4) Consultation & Training;

- 1. Social Media Marketing & Management Consultation: One-on-one or business sessions to audit strategies, fix ad performance, and guide social growth.**
- 2. Social Media Marketing & Management Training: Practical, hands-on training for individuals and teams on how to run and manage social media effectively.**

PS: Other needed services not stated here can be requested and negotiated for.

META PREPAID ADS ACCOUNT SET UP

Your account

Prepaid divined_consent_furnitures (3544740449123563)

Prepaid funds

We'll deduct funds about once a day when you run ads. If funds run out, your ads will be paused.

NO.00

Add funds

Your account

Prepaid myteesplug.ng (915412393543682)



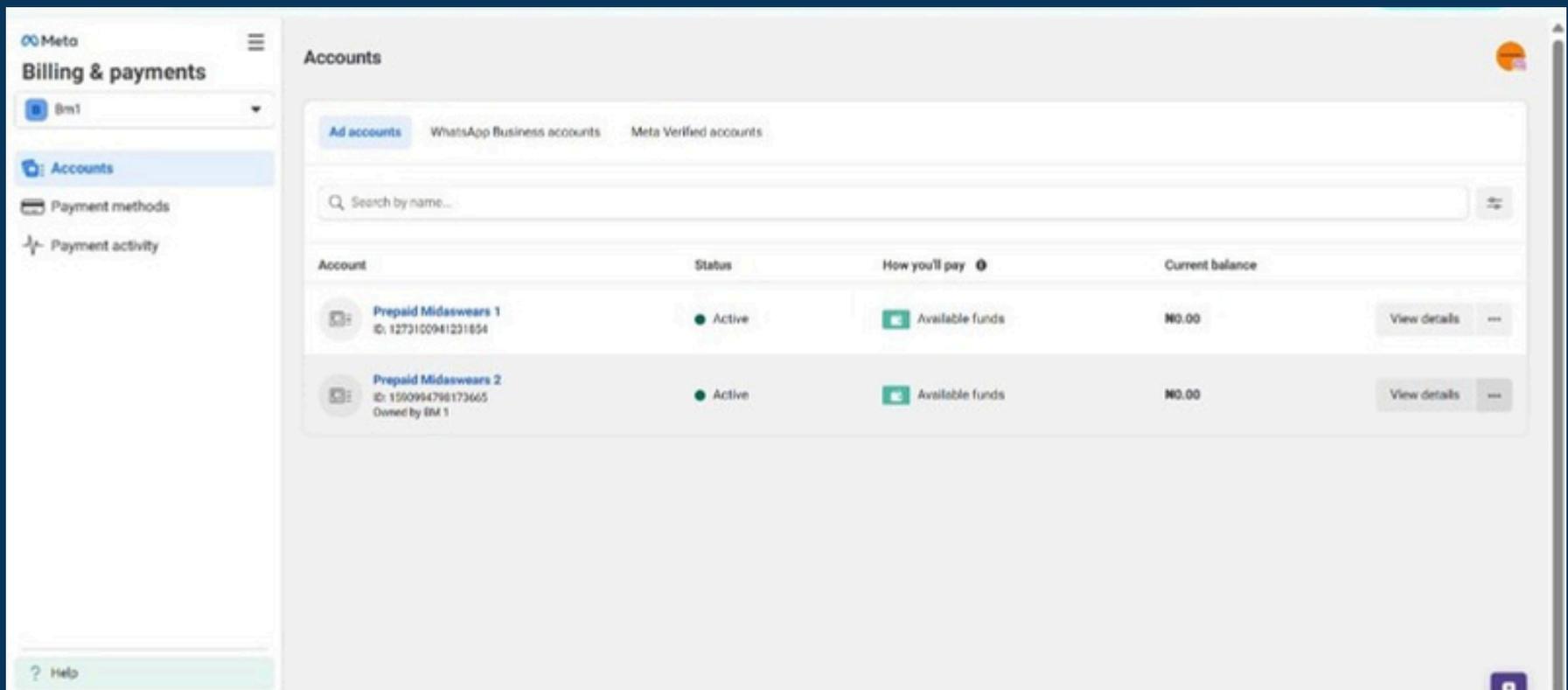
Prepaid funds

We'll deduct funds about once a day when you run ads. If funds run out, your ads will be paused.

NO.00

Add funds

META PREPAID ADS ACCOUNT SET UP



The screenshot displays the Meta Billing & Payments interface. On the left, a sidebar contains navigation options: 'Billing & payments' (selected), 'Accounts', 'Payment methods', and 'Payment activity'. The main content area is titled 'Accounts' and features tabs for 'Ad accounts', 'WhatsApp Business accounts', and 'Meta Verified accounts'. A search bar labeled 'Search by name...' is present. Below the search bar is a table with the following columns: 'Account', 'Status', 'How you'll pay', and 'Current balance'. Two rows of 'Prepaid Midaswears' are listed, both with an 'Active' status and 'Available funds' payment method, and a current balance of 'N0.00'. Each row includes a 'View details' button and a three-dot menu icon.

Account	Status	How you'll pay	Current balance
Prepaid Midaswears 1 ID: 1273100981231854	Active	Available funds	N0.00
Prepaid Midaswears 2 ID: 1590994798173665 Owned by BM 1	Active	Available funds	N0.00

META VERIFICATION

The image shows a screenshot of an Instagram profile for the account **bdnailzofficial**. The profile is verified, indicated by a blue checkmark. The bio identifies the user as **Emmanuel Loke Ologun**, a nail technician and instructor, with contact information for WhatsApp and a business website. The profile statistics show 1,397 posts, 11.9K followers, and 1,277 accounts followed. The main content area features a grid of posts, with the top row containing five items: a post titled "1st training Ak", a post titled "With prince", a post titled "Lashes extenon", and two posts titled "Highlights". The bottom of the screen shows a carousel of three images: a woman's face, a pink promotional graphic for "INDBEAUTY HOUSE" with the text "REFER A FRIEND TODAY!", and a close-up of hands with blue nail polish. The left sidebar contains the standard Instagram navigation menu, and the bottom navigation bar includes icons for Home, Search, Reels, Messages, and Profile.

Instagram

Home
Search
Explore
Reels
Messages
Notifications **5** **37** **29**
Create
Dashboard
Profile
More
Also from Meta

bdnailzofficial **Follow** Message **9** **...**

1,397 posts **11.9K** followers **1,277** following

Emmanuel Loke Ologun
bdnailzofficial
A nail tech n nail instructor
Available for home service **📍**
NEPA SHOPPING COMPLEX BLOCK A SHOP 136
WHATSAPP 08164010758 ... more
[bdnailz.business.site](#)

Followed by *slaytitude_empire* and *jollyjuddy_events*

1st training Ak With prince Lashes extenon Highlights Highlights

INDBEAUTY HOUSE
REFER A FRIEND
TODAY!

Messages

META VERIFICATION

Instagram

Home
Search
Explore
Reels
Messages
Notifications 5 37 29
Create
Dashboard
Profile

hair_by_kenny Follow ...

3,848 posts 17.8K followers 4,340 following

Ilesanmi Kehinde oluwaseun

hair_by_kenny

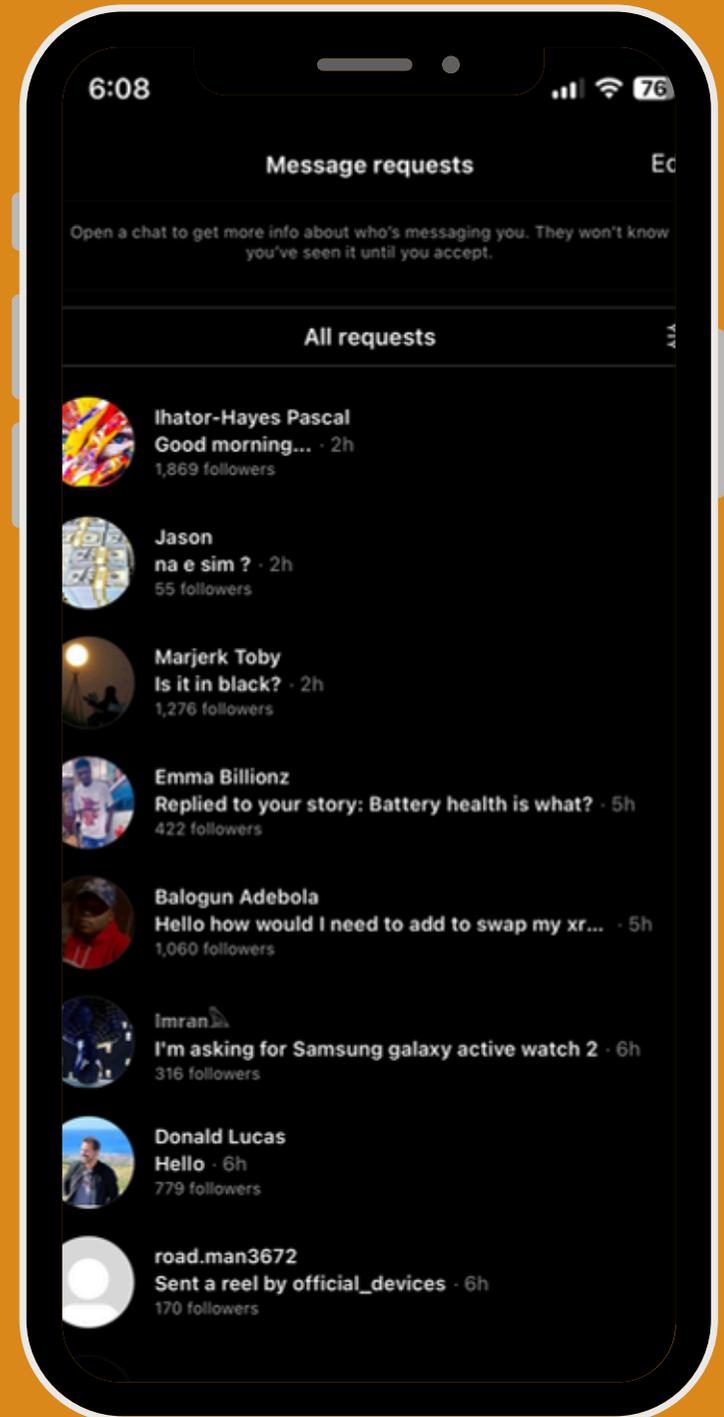
Entrepreneur
Wig store
AFFORDABLE HAIR VENDOR IN AKURE \$ LAGOS
Revamping/styling
Training
No POD X
EXCHANGE IN GOOD ... more
No 8 Oluwatuyi Road, 3rd Building After Fomb Bank, After Olukayode Roundabout, Akure 340232
wa.me/message/HMTSKSQICVX3G1

Followed by mbp_kiddies, queen_cakes_and_treats, and rainbow_hairs,

Revels Work mode Meet kenny New arrivals ... Store address Deliveries FAQ

Messages

RESULT FROM OUR ADS SETUP FOR A CLIENT



TARGET AUDIENCE SETUP(FB & IG)

Sam Audience 3(Nigeria)

Men and women, ages 20-40

Nigeria

[Edit](#)



Sam Audience 2(Lagos&Abuja)



Sam Audience 1(Lagos)



FB PAGE CONNECTION TO IG PAGE

Page myteesplugng >

Category Clothing (Brand) >

Contact options Email, Phone, Address >

Profile display Contact hidden >

FACEBOOK/INSTAGRAM ADS SETUP FOR A CLIENT

Campaigns  



Madam Oduncreamzcakes Ad 

 **Active** • Traffic

44,582 Link Clicks	NGN3.36 Cost per Link click	NGN149,837.04 Spent
------------------------------	---------------------------------------	-------------------------------

 2 recommendations
+13 points 

FACEBOOK PIXEL SETUP

 **Dollar ads account**
567258378686806

 Last 28 days ▼

 **Corey**
ID: 803119314605663

Event 	Total events 
PageView	56 Last received 16 hours ago
ViewContent	6 Last received 2 days ago

Show All Events

 **getrespnse pixel**
ID: 797341111985706

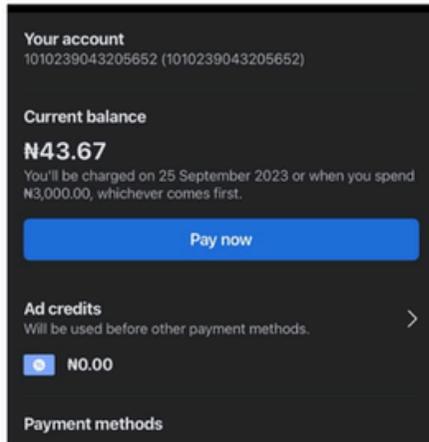
Event 	Total events 
PageView	117 Last received 3 days ago
Lead	58 Last received 3 days ago
ViewContent	2 Last received 4 days ago



ADS ACCOUNT FIX UP

HOW WE FIXED @ROGUE_NG FROM

THIS



Your account
1010239043205652 (1010239043205652)

Current balance
N43.67
You'll be charged on 25 September 2023 or when you spend N3,000.00, whichever comes first.

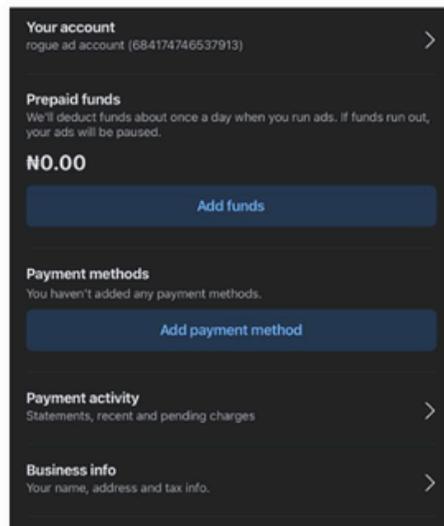
[Pay now](#)

Ad credits
Will be used before other payment methods. >

N0.00

Payment methods

THIS



Your account
rogue ad account (684174746537913) >

Prepaid funds
We'll deduct funds about once a day when you run ads. If funds run out, your ads will be paused.
N0.00
[Add funds](#)

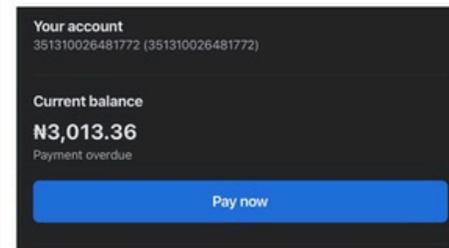
Payment methods
You haven't added any payment methods.
[Add payment method](#)

Payment activity
Statements, recent and pending charges >

Business info
Your name, address and tax info. >

HOW WE FIXED @KENNYCOUTUREOFFICIAL ACCOUNT FROM

THIS

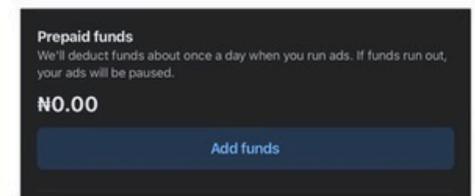


Your account
351310026481772 (351310026481772)

Current balance
N3,013.36
Payment overdue

[Pay now](#)

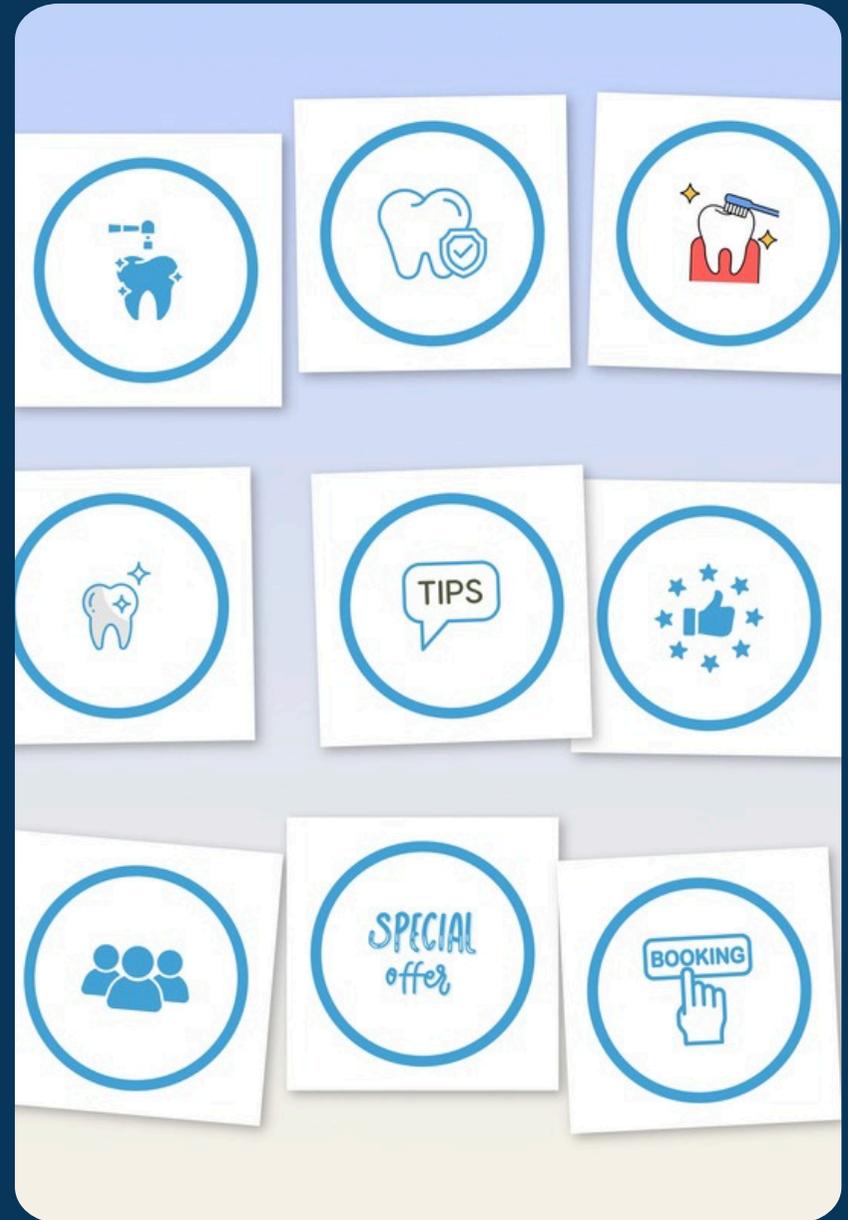
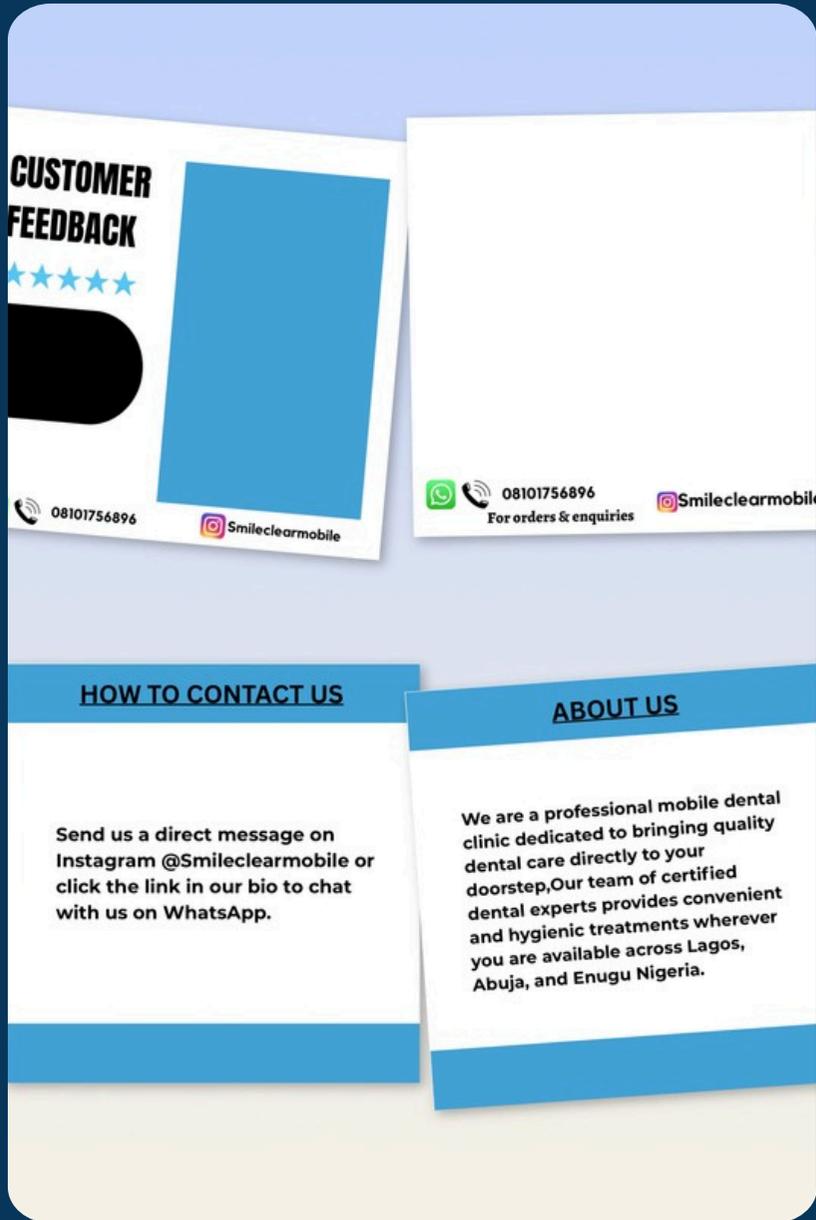
THIS



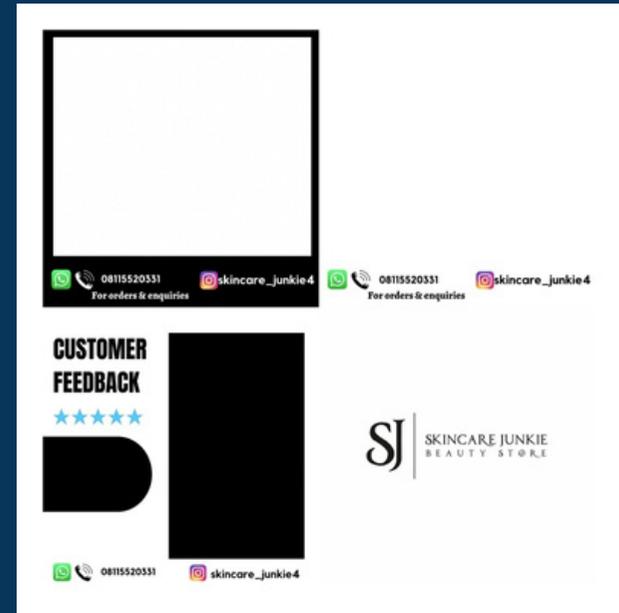
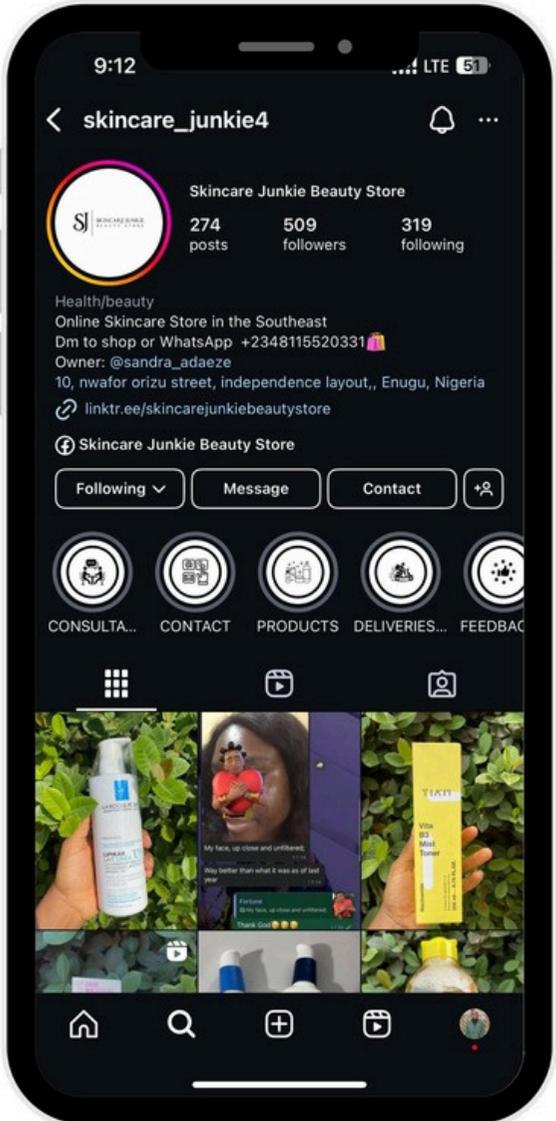
Prepaid funds
We'll deduct funds about once a day when you run ads. If funds run out, your ads will be paused.
N0.00
[Add funds](#)

@samdigiads

INSTAGRAM PAGE REVAMP



INSTAGRAM PAGE REVAMP



INSTAGRAM PAGE MANAGEMENT

Official_devices:

[https://www.instagram.com/official_devices?
igsh=MXhxNDc3M204c2ExNg==](https://www.instagram.com/official_devices?igsh=MXhxNDc3M204c2ExNg==)

Sy_gadgets:

[https://www.instagram.com/sy_gadgets?
igsh=Y215ZHQweXVqOW4w](https://www.instagram.com/sy_gadgets?igsh=Y215ZHQweXVqOW4w)

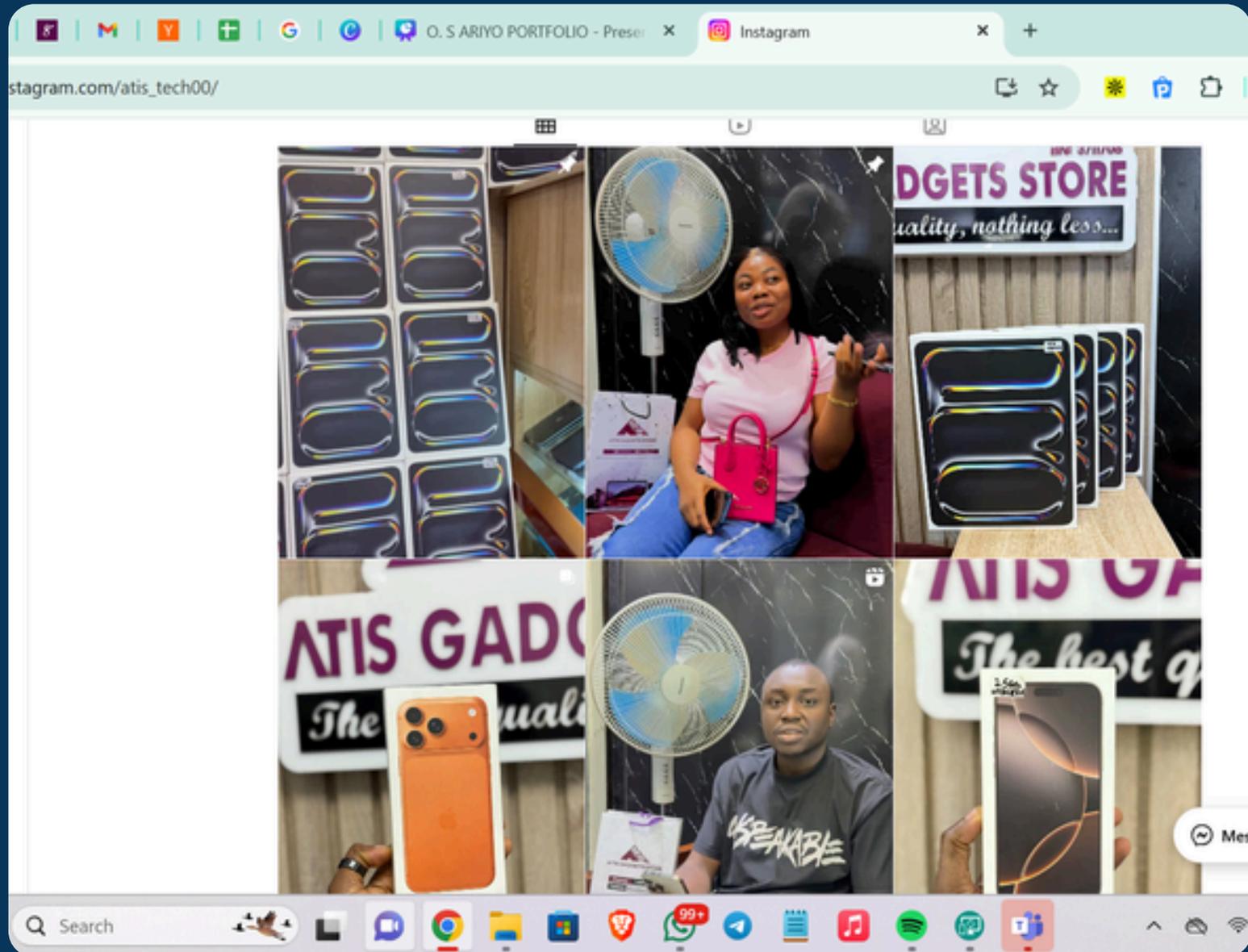
Holixgadgets:

[https://www.instagram.com/holixgadgets?
igsh=eXd5MGkwdHE0N2tk](https://www.instagram.com/holixgadgets?igsh=eXd5MGkwdHE0N2tk)

INSTAGRAM PAGE MANAGEMENT

The screenshot displays the Instagram profile for 'atis_tech00'. The browser address bar shows 'instagram.com/atis_tech00/'. The profile header includes the name 'atis_tech00', a 'Follow' button, a 'Message' button, and a three-dot menu. Below the header, the profile statistics are listed: 489 posts, 2,545 followers, and 962 following. The bio section features a circular profile picture with the 'ATISTECH' logo, followed by the text: 'Gadgets | Phones | Laptop', '@atis_tech00', 'Product/service', 'BN:3711708', 'NEW & UK USED PHONESusng', 'NEW & UK USED LAPTOPS', 'WEbuy, WEsell, WEswap', 'Nationwide delivery 📦', 'Call / WhatsApp', and 'wa.me/2348055595424'. A 'Followed by vinkiamondiva' tag is also present. Below the bio, there are seven circular icons representing different content categories: 'Unboxing', 'Services', 'Gadgets Store', 'Buypeaceofm...', 'Buypeaceof...', 'Reviews', and 'REVIEWS'. At the bottom of the profile, there are three featured posts: a grid of items, a person holding a fan, and a sign for 'GADGETS STORE' with the slogan 'Quality, nothing less...'. The bottom of the screen shows the Windows taskbar with various application icons and a search bar.

CONTENT CREATION



CONTENT CALENDER

BUCANZO NIGERIA LIMITED

FOR THE MONTH OF
SEPTEMBER 2025.

Social media content calendar.

The Strategy

MON	TUE	WED	THU	FRI	SAT	SUN
BRAND INTRO Showcase your services (interior + exterior) decoration. post Type: Reel/Carousel. Caption Style: Warm welcoming CTA: Follow us to transform your space	TESTIMONIAL Before & after client story. post Type: Carousel. Caption Style: Storytelling CTA: Ready for your own transformation? DM us.	ENGAGEMENT Which do you prefer: Modern or Classic Interiors? post Type: Story Poll. Caption Style: Fun & Interactive CTA: Vote now!	EDUCATIONAL 5 Interior Design Tips for small offices. post Type: Carousel. Caption Style: Informative CTA: Save this for later.	BEHIND-THE-SCENES Time-lapse of decorating process. post Type: Reel. Caption Style: Casual, friendly CTA: Watch the magic happen.	INSPIRATIONAL Beautiful decorated living room. post Type: Image post Caption Style: Elegant CTA: Dream it. We'll create it.	PROMO List services with prices/discount. post Type: Carousel. Caption Style: Direct, persuasive CTA: Book today and enjoy a discount!
ENGAGEMENT Ask followers: What's our dream space? post Type: Story Q&A Caption Style: Conversational CTA: Reply below	PORTFOLIO HIGHLIGHT Office transformation video. post Type: Reel Caption Style: Bold, confident CTA: Your office deserves this look.	TIPS WEDNESDAY Best color combos for homes. post Type: Carousel. Caption Style: Expert tone. CTA: Which color combo is your fave?	FUN/RELATABLE Funny post about messy homes before BUCANZO post Type: Reel-style Post Caption Style: Humorous CTA: Tag someone who needs this	CLIENT SPOTLIGHT Showcase client's decorated home. post Type: Carousel. Caption Style: Heartfelt CTA: Thank you for trusting us.	WEEKEND INSPIRATION Cozy decorated bedroom. post Type: Image post Caption Style: Warm CTA: This is weekend comfort.	BTS Your team working on a church décor. post Type: Reel. Caption Style: Friendly CTA: Excitement from start to finish
EDUCATIONAL 3 Common Decoration Mistakes to Avoid. post Type: Carousel. Caption Style: Clear, simple. CTA: Avoid these mistakes.	STORY ENGAGEMENT Guess which space is decorated by us? post Type: Poll/Quiz Caption style: Playful CTA: Answer in our story	SHOWCASE Church decoration transformation. post Type: Reel Caption Style: Emotional. CTA: Turning spaces into worship havens.	PROMO Book BUCANZO this week - special offer! post Type: Carousel. Caption style: Bold CTA: Click link in bio to book.	FUN FRIDAY Quick video of décor glow-up with trending sound. post Type: Reel Caption Style: Entertaining CTA: Like if you love transformations	TIP Affordable ways to decorate your office. post Type: Carousel. Caption Style: Helpful CTA: Try these tips today!	TESTIMONIAL Happy client's feedback. post Type: Carousel Caption Style: Trust-building. CTA: Let us design your dream too!
EDUCATIONAL How to choose right lighting for homes. post Type: Carousel Caption Style: Informative. CTA: Save this tip.	BEHIND-THE-SCENES Unboxing decoration items. post Type: Story Caption Style: Casual. CTA: Who else loves unboxing?	PORTFOLIO HIGHLIGHT Restaurant/café decoration project post Type: Reel Caption Style: Creative CTA: Perfect vibes for your brand	ENGAGEMENT Ask us any decoration question post Type: Story Q&A Caption Style: Friendly CTA: Drop your questions below!	SHOWCASE Garden/interior decoration. post Type: Reel. Caption Style: Nature-inspired. CTA: Your outdoors deserve beauty.	WEEKEND INSPIRATION Modern sitting room décor. post Type: Image post Caption Style: Stylish CTA: Would you love this in your home	PROMO Bundle service (interior + exterior) post Type: Carousel Caption Style: Sales-driven CTA: Get the complete package today!
TIP Budget-friendly décor hacks. post Type: Carousel Caption style: Helpful CTA: Which hack will you try first?	BRAND RECAP Recap of all projects this month. post Type: Carousel/Reel Caption Style: Celebratory CTA: Thank you for trusting BUCANZO					

Week 1 + Awareness
Introduce BUCANZO, showcase services, share tips & BTS.

Week 2 + Engagement
Polls, Q&As, décor tips, and portfolio highlights.

Week 3 + Inspiration & Trust
Lifestyle décor posts, testimonials, and fun content.

Week 4 + Sales & Recap
Promos, bundle offers, exterior projects, and monthly recap.

PLATFORM

platform wk1: Instagram feed, Facebook page.

platform wk2: Instagram stories, Instagram feed and TikTok.

Platform wk3: Instagram feed, LinkedIn and TikTok.

platform wk4: Instagram feed+stories, Facebook, business catalogue/whatsapp status.

PROFESSIONAL LOGO



Dsharon *Nail* Tech

«....Your Beauty, Our Duty.....»

 **Miras**
LUXURY FURNITURE

FLYER DESIGN



Need an online store for ready to wear
**Ankara, Bubu gown,
Campala, etc ?**

Sissy couture got you covered!

Our services includes: ✓

- ✓ Ready to wear African print & accessories
- ✓ Carefully selected Ankara fabrics
- ✓ Boubou & kaftan
- ✓ Wigs and hair bundles
- ✓ Revamp and wigs treatment



WhatsApp +44 7448481790 UK —●

WhatsApp 08106060970

FLYER DESIGN



Theme: **Boss up**

WHAT YOU WILL LEARN (Lash)

- 1. Introduction
- 2. Sanitation
- 3. Lashing on live model
- 4. Bottom lash placement
- 5. After care and removal
- 6. Photography tips
- 7. Proper Isolation
- 8. Fan making
- 9. How to seal lash extensions for retention
- 10. Lash mapping

What's included

- 1. Six months mentorship
- 2. Certification of completion
- 3. Live model
- 4. Vendor's number
- 5. 5hrs training five days in a week

Three weeks program

WHAT YOU WILL LEARN (Nail)

- 1. Proper Prepping
- 2. Shaping
- 3. Nail art
- 4. Polishing
- 5. Removal
- 6. Frenchies
- 7. Stone placement

PRICE

50K

What's included

- 1. Hands on training (mannequin)
- 2. Live model
- 3. Six months mentorship
- 4. Certification of completion
- 5. Vendor's number (material)

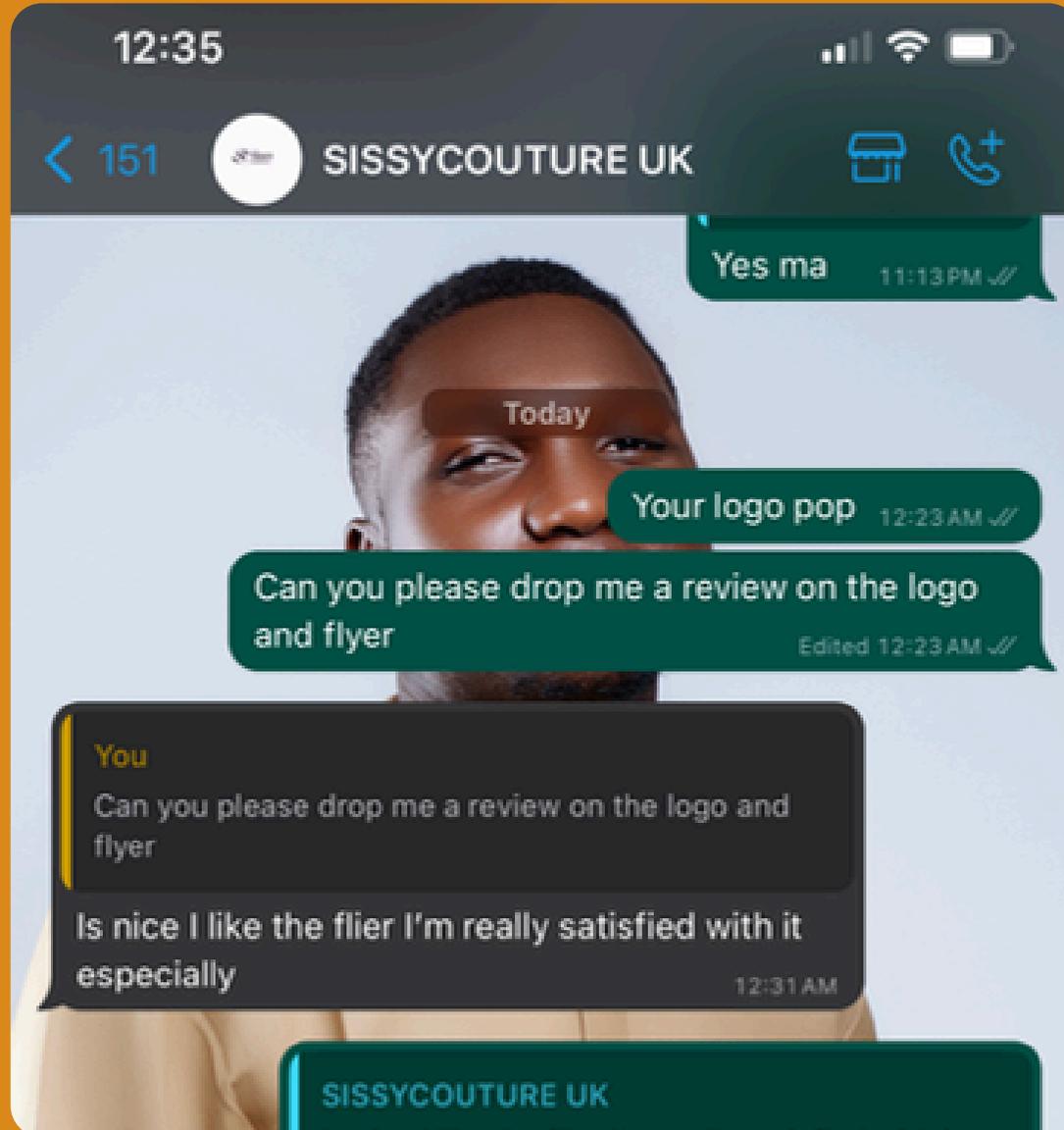


🕒 11:00am -4:00pm

📅 3rd - 21st March 📞 07010451798 📠 07036316816

📍 Studio Address: Shop 12, Yellow complex Opp Rugipo Owo Ondo State

REVIEW OF SISSYCOUTURE LOGO



CANVA FLYER DESIGN

**FIX ALL SPONSORED ADS ISSUE
PERMANENTLY WITH US TODAY.**

Issues like:-

- Card Declined
- Creation Prepaid Ads Account
- Boost Unavailable
- No Permission to Run ads
- No Ad Account found
- Disable Account
- Restricted Ad Account et.c



**Kindly send us a dm @samdigiads
or whatsapp 08140791366**

TIKTOK ADS SETUP

89.80s

Posted on Jul 24, 2025, 3:23 AM

14K 2,433 20 13 288

Overview Viewers Engagement

Get TikTok Studio
Scheduled posts are finally here. Only on TikTok Studio [Download](#)

Your video is not eligible for recommendation in the For You feed. If you disagree with the content restriction, you can appeal.

Key metrics
Updated in real time.

Video views **14850**

Total play time **43h:11m:33s**

Ad group: 1 Selected

Ads in 1 Ad Group(s)

Bulk create/Edit Automated rules Default columns 20/page

	CPM	Impressions	Clicks	CTR	Conversions	CPA
050922_ad spark niž...	18.37 CZK	2,112,005	5,526	0.26%	134	289.59 C
290822_ad slevy -moJ...	29.89 CZK	1,913,153	9,752	0.51%	241	237.26 C
040722_ad smi veliko...	23.81 CZK	329,546	1,370	0.42%	24	326.90 C
190822_ad novinky na...	27.22 CZK	156,444	660	0.42%	26	163.79 C
260722_ad barevná k...	26.81 CZK	369,995	1,829	0.49%	27	367.35 C
	21.79 CZK	22,517,396	82,249	0.37%	2,007	244.51 C

LOGO DESIGNIN



Zinne Beauty
Enterprises

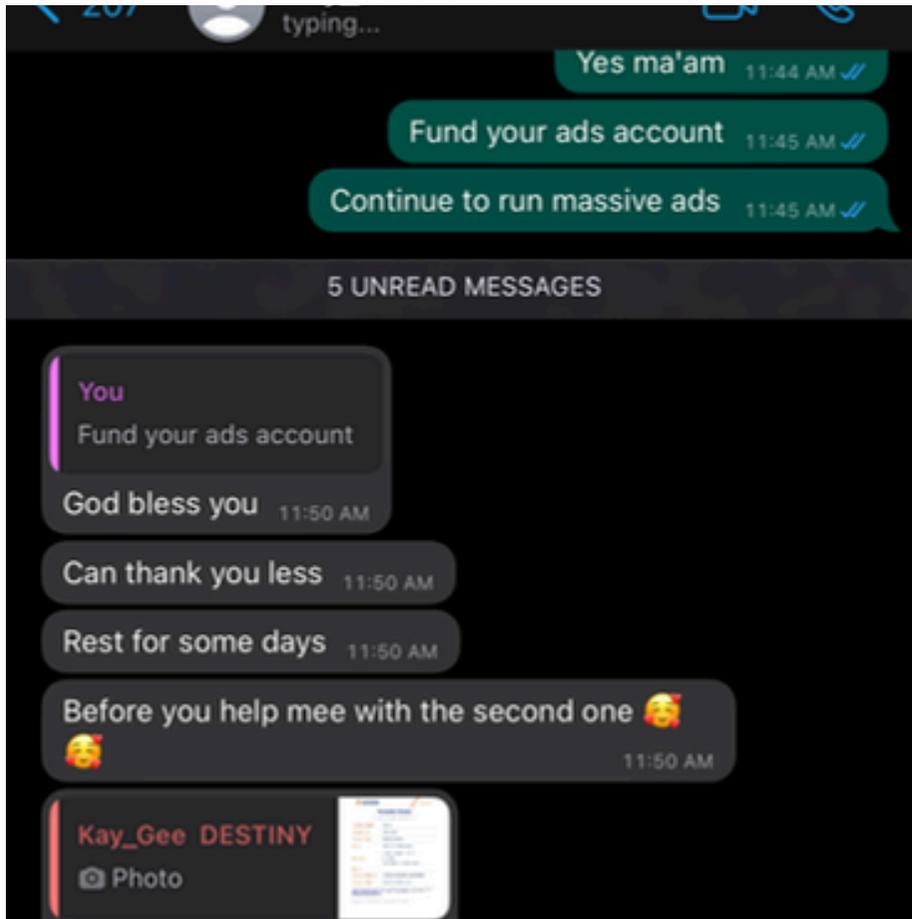


Zinne Beauty
Enterprises

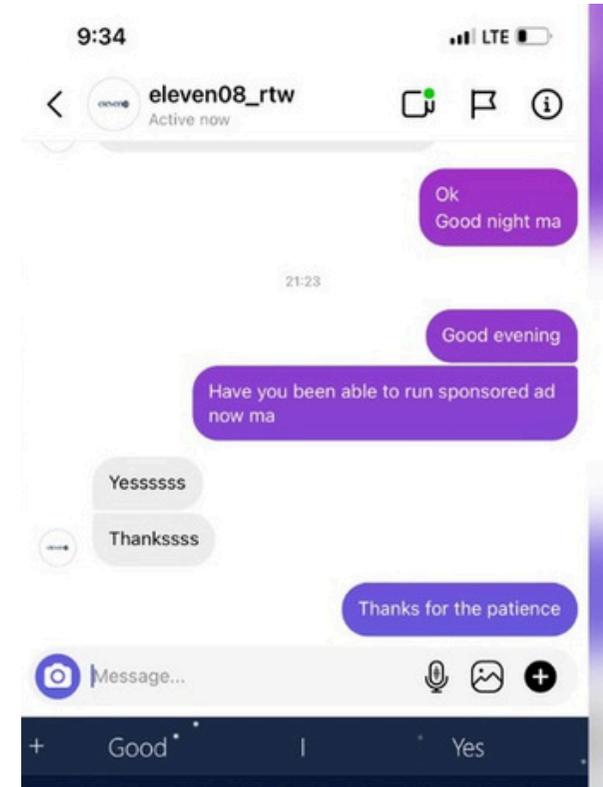
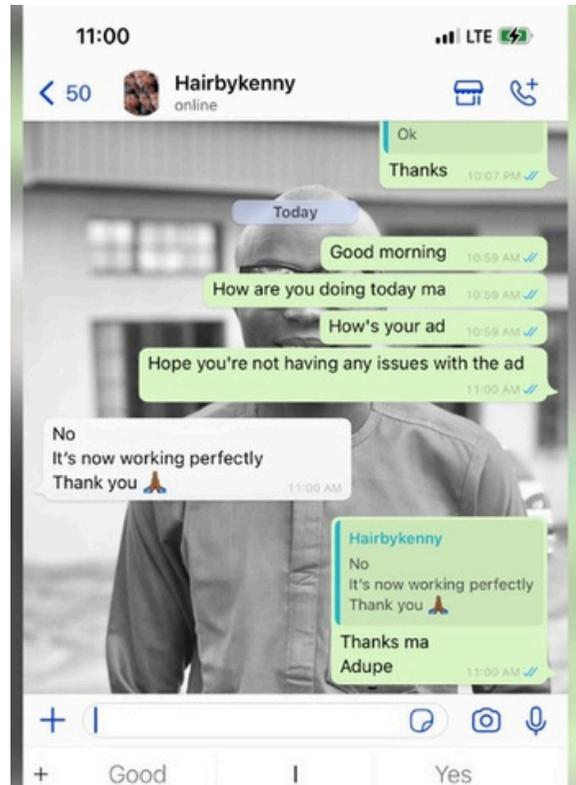
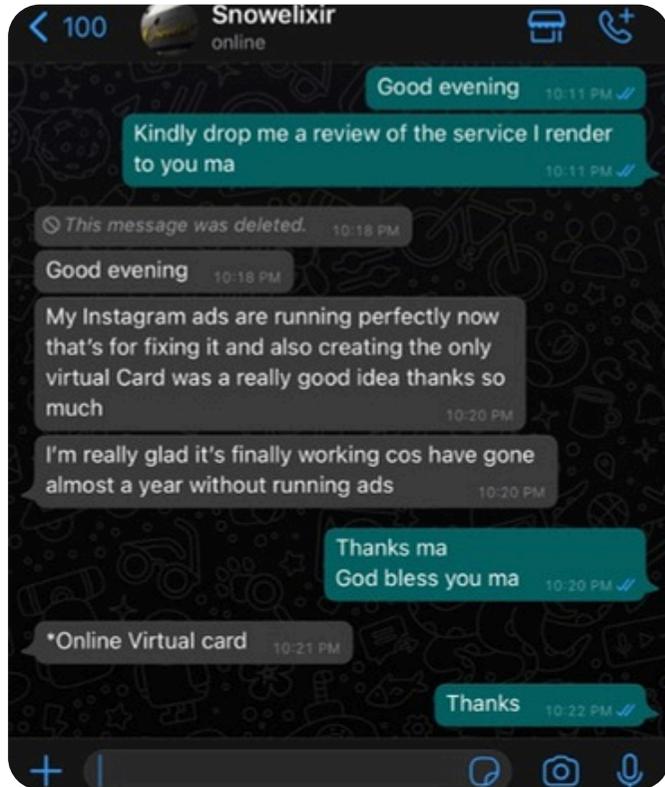
IG PAGE REVAMP



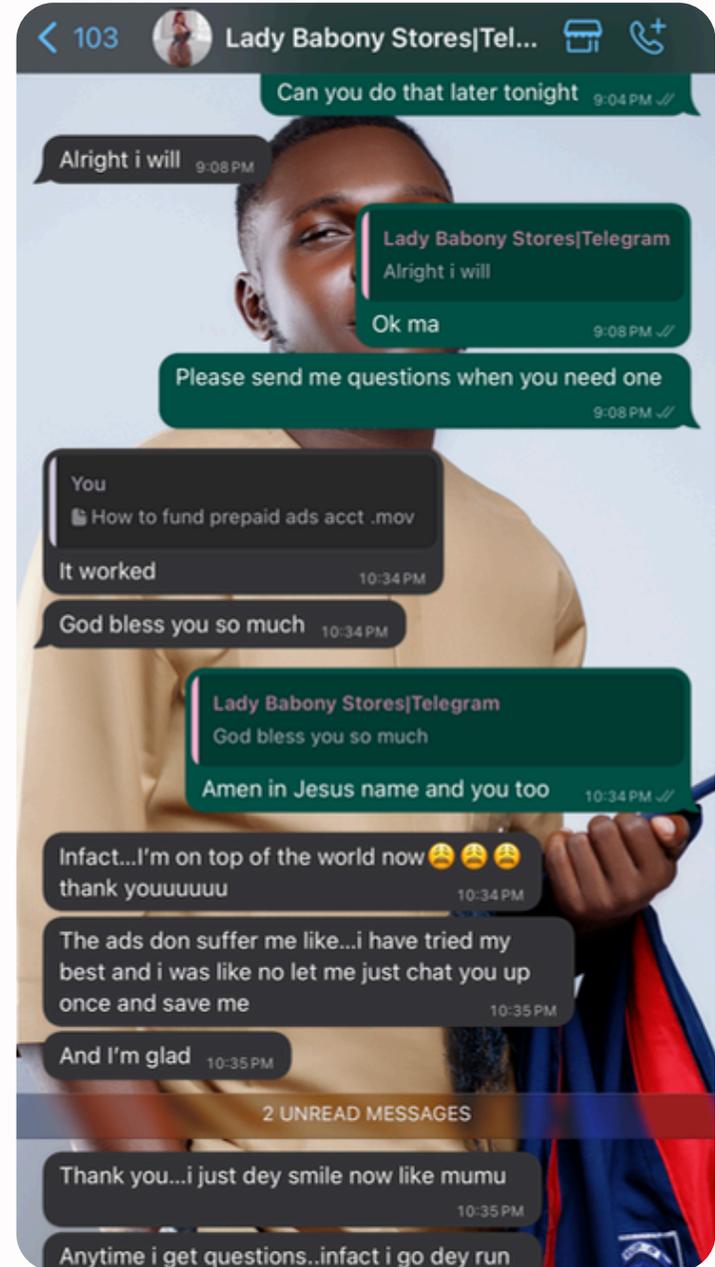
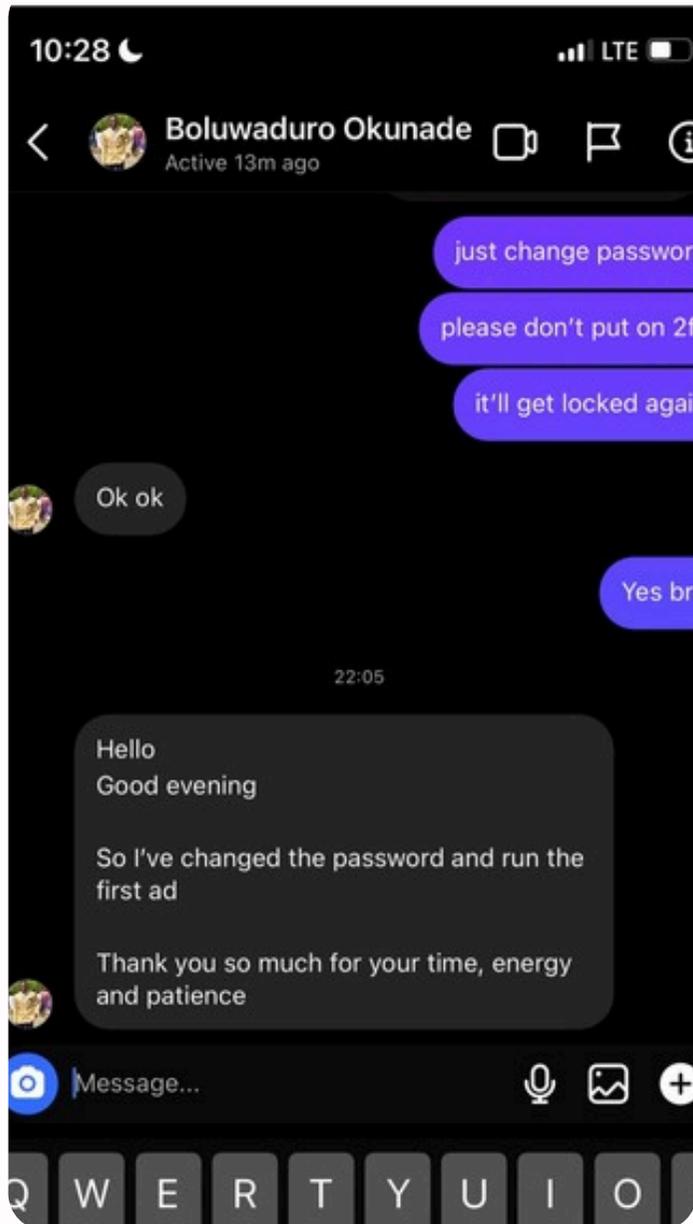
CLIENT FEEDBACKS



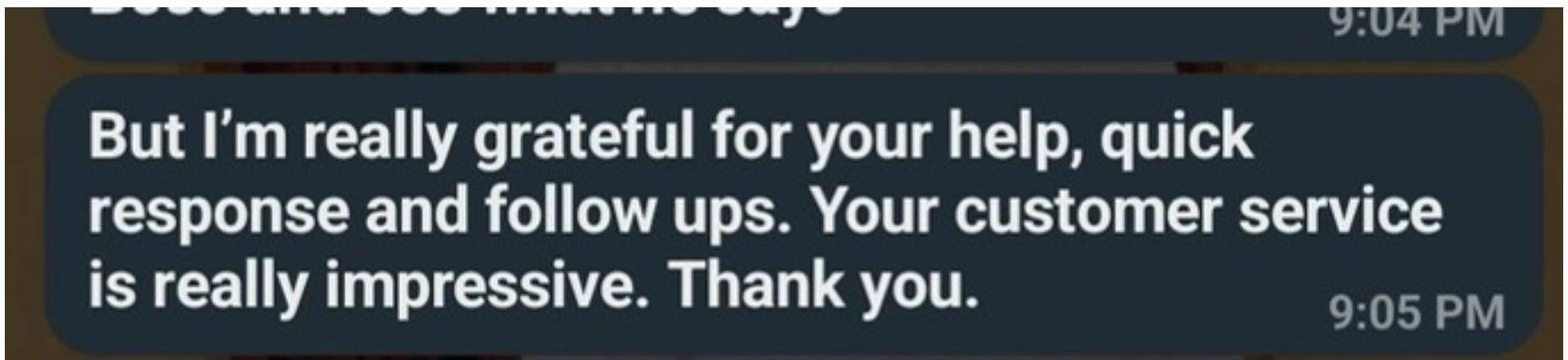
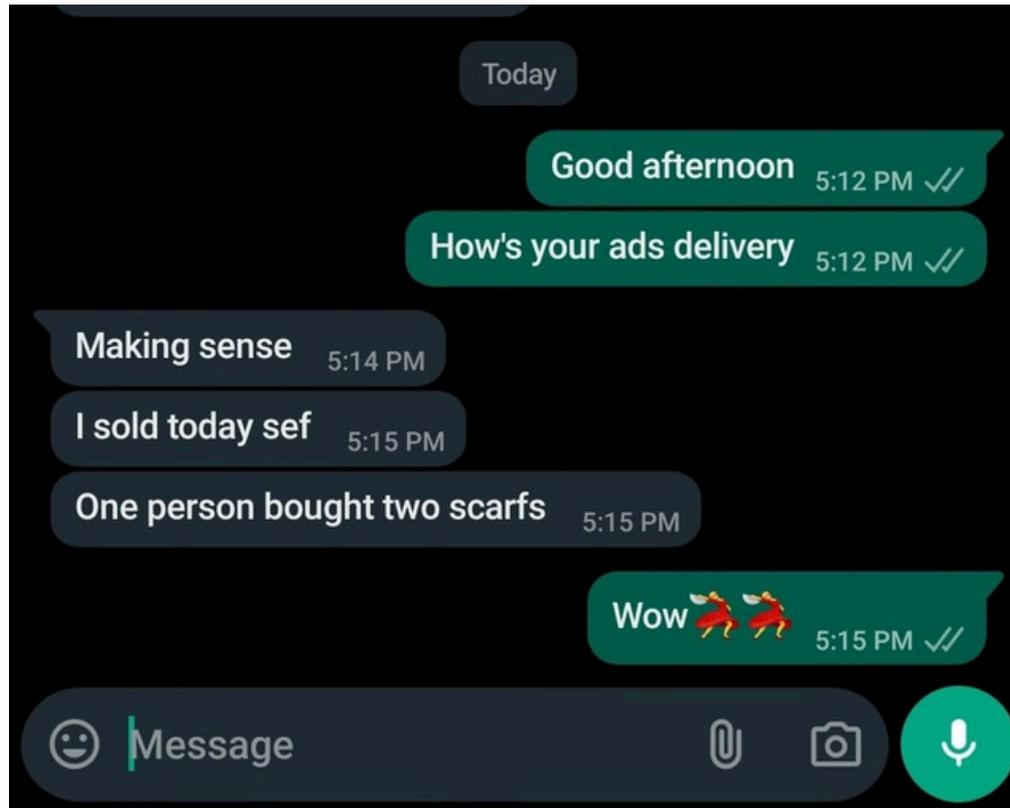
CLIENT FEEDBACKS



CLIENT FEEDBACKS



CLIENT FEEDBACKS



CONTACT ME

Excited to work together and make something magical happen!

Kindly reach out to me using the below channels:

WhatsApp: +2348140791366

Email: Olamilekanariyo88@gmail.com

X: @samdigiads