

Digital Marketer Portfolio

Ojo Joshua Muyiwa

Digital Marketing Strategist | Data-Driven Campaigns | Brand Growth Specialist

About Me

I am a results-oriented digital marketer with expertise in creating impactful campaigns that drive engagement, increase brand awareness, and boost conversions. My approach combines creative strategy with data analytics to deliver measurable results for businesses.

Core Skills

- Social Media Marketing (Facebook, Instagram, LinkedIn, X)
- Search Engine Optimization (SEO)
- Pay-Per-Click Advertising (Google Ads, Facebook Ads)
- Email Marketing & Automation
- Influencer Marketing
- Data Analytics & Reporting
- Content Creation & Copywriting

Services Offered

1. **Social Media Management** – Strategy, content creation, posting, and engagement
2. **SEO Optimization** – Keyword research, on-page & off-page optimization
3. **Paid Advertising** – ROI-focused ad campaigns on Google & social media
4. **Email Marketing** – Personalized campaigns with high open and click rates
5. **Brand Development** – Positioning, storytelling, and identity creation

Case Studies

Case Study 1 – E-commerce Brand Launch

- Developed a targeted Facebook Ads campaign that increased sales by 45% in 3 months.
- Achieved a 3.2x Return on Ad Spend (ROAS).

Case Study 2 – Local Business Growth

- Improved local SEO ranking from position #10 to #2 on Google within 6 months.
- Increased website traffic by 120%.

Work experience

- **Kemariwears Canada – 2020**
- **Sayitbetter media – 2022**
- **Cardtonic -2023**
- **Adelas flowers – 2023**
- **School Masters Academy – 2024**
- **Ngolongolo couture – 2025**
- **Neutribes – 2025**

Target Areas

- **Social Media Management**
- **SEO Optimization**
- **Paid Ad Campaigns**
- **Email Marketing**
- **Custom Packages**

Contact Information

- **Email: Muiwaojo2015@gmail.com**
Phone: 08142601736
LinkedIn: ----- <https://www.linkedin.com/feed/>

Let's grow your brand together!

Chapter Three | XCanada PR BrocX BVT CANADIANX convert 19001 cX Inbox (9,675) - XView Results | F XFacebook X

facebook.com/ad_center/manage/?boost_id=655694734191396&entry_point=www_ad_center_overview_ad_cards&page_id=123565030737705

GmailYouTubeMapsAll Bookmarks

Search Facebook

View results

Boost another postBoost again

Performance ⓘ

Lifetime ▾

NGN13,945.70 spent over 7 days.

Link clicks ⓘ163

Cost per Link ⓘ
Click₦85.56

Views ⓘ1,978

Reach ⓘ10,815

Activity

Post engagements

1057

3-second video plays

893

Link clicks

163

Post shares

1

Audience

This ad reached 10,815 Accounts Center accounts in your audience.

Ad rating

Are you satisfied with this ad?

NoYes

Details

Status

Completed

Goal

Get more website visitors

Daily budget

NGN2,000.00

Duration

7 days

See all ▾

Chapter Three XCanada PR Broc XBVT CANADIAN Xconvert 19001 c XInbox (9,675) - XView Results | Fb XFacebook X

facebook.com/ad_center/manage/?boost_id=655694734191396&entry_point=www_ad_center_overview_ad_cards&page_id=123565030737705

GmailYouTubeMapsAll Bookmarks

Search Facebook

Home

Activity

Marketplace

Watch

Meta

Settings

Notifications

Profile

Audience

This ad reached 10,815 Accounts Center accounts in your audience.

People

Placements

Locations

58.1% Women

41.9% Men

30%

20%

10%

0%

13-17

18-24

25-34

35-44

45-54

55-64

65+

Audience details

Location

Canada, United Kingdom, United States and South Africa

Age

18 - 65+

Edit Audience

See all

Preview

>Neutribes Publishers< 5

Reasons to Master the Future of Money ADAPTIVE DEVELOPMENT—The Book That's Shaping the Financially Prepare...

Shop now

View ad

Edit ad

Payment method

Funds available: NGN62.24

Add funds

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

Amount spent

Chapter Three X

Canada PR B X

BVT CANAD X

convert 190 X

Inbox (9,675) X

View Results X

Facebook X

Facebook X

+ -

facebook.com/ad_center/manage/?boost_id=651809287913274&entry_point=www_ad_center_overview_ad_cards&page_id=123565030737705

Gmail YouTube Maps

All Bookmarks

Search Facebook

Performance ⓘ

Lifetime ▾

NGN10,875.18 spent over 7 days.

Link clicks ⓘ3,038

Cost per Link Click ⓘ₦3.58

Views ⓘ2,477

Reach ⓘ26,450

Activity

Post engagements

4484

Link clicks

3038

3-second video plays

1439

Post reactions

6

See all ▾

Audience

This ad reached 26,450 Accounts Center accounts in your audience.

People

Placements

Locations

Ad rating

Are you satisfied with this ad?

NoYes

Details

Status

Completed

Goal

Get more website visitors

Daily budget

NGN1,554.11

Duration

7 days

See all ▾

Preview

From the Stable of Neutrie

Chapter Three XCanada PR X BVT CANAD Xconvert 190 XInbox (9,675 XView Results XFacebook XFacebook X

facebook.com/ad_center/manage/?boost_id=651809287913274&entry_point=www_ad_center_overview_ad_cards&page_id=123565030737705

Gmail YouTube MapsAll Bookmarks

Search Facebook

6

See all

Audience

This ad reached 26,450 Accounts Center accounts in your audience.

People

Placements

Locations

36.5% Women

63.5% Men

20%

15%

10%

5%

0%

13-17

18-24

25-34

35-44

45-54

55-64

65+

Audience details

Location

Australia, Canada, United Kingdom, Ghana, Nigeria, United States: Washington, District of Columbia; New York (+25 mi) New York and South Africa

Optimize location

Daily budget

NGN1,554.11

Duration

7 days

See all

Preview

From the Stable of Neutribe Publishers. (BACK TO THE SOURCE) Feel Lost? Maybe you're just disconnected from your compass. There's a map...

Shop now

Payment method

Funds available:

NGN62.24

Add funds

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

Chapter Three XCanada PR B XBVT CANAD Xconvert 190 XInbox (9,675) XNeuTribes | XFacebook XFacebook X+ -

facebook.com/100092685290230/ad_center

Gmail YouTube MapsAll Bookmarks

Search Facebook

Home

Ad Center

NeuTribes

Home

Ad Center

Ad Center

Summary ⓘ

Last 60 days ▾

Albright Abrahams spent ₺24.82K on 2 ads in the last 60 days.

Reach ⓘ

37,153

View details

Post engagements ⓘ

5,541

View details

Link clicks ⓘ

3,201

View details

Link clicks ⓘ

3,201

View details

Recent Ads

Completed • Jul 2

View results

Advertise

Activity

Recommendations

Tools

Your preferences

Manage the info you provided to keep recommendations relevant

Business media

Add photos and videos from your business here.

Payment settings

Manage your payment method and view receipts.

Chapter 1Canada BVT CANconvert 1Inbox (9)FacebookMeta BusFacebookFacebook+ -

business.facebook.com/latest/ad_center/ads_summary/?asset_id=123565030737705&nav_ref=MBS_SWITCH_TO_LOGGED_IN

GmailYouTubeMapsAll Bookmarks

Ads

Simple ad setup and management for boosted content or individual ads.

Create ad

Ads summary

All ads

Other tools

Ads Manager

Compare advertisin...

Advertising summary

Last 60 days: Jun 10, 2025 - Aug 8, 2025

Albright Abrahams spent ₦24.82K on 2 ads in the last 60 days.

Views

4,455 ↑ 100%

See more

Reach

37,153 ↑ 100%

See more

Post engagements

5,541 ↑ 100%

See more

Link clicks

3,201 ↑ 100%

See more

Recent ads

CompletedJul 2

EditBoost againView results

Boosted Facebook reel

Link clicks

>Neutribes Publishers< 5

Reasons to Master the...

1,978

Views

10,815

Reach

163

Link clicks

NGN13,945.70

Spent at

NGN2,000.00 per day

Recommendations

Completed

Nice work! Check back soon for new personalized recommendations.

Chapte XCanada XBVT CA Xconvert XInbox XFacebook XMeta XAds MFacebook XFacebook X

adsmanager.facebook.com/adsmanager/manage/campaigns?act=715479662559583&columns=name%2Cdelivery%2Crecommendations_guidance%2Cc...

GmailYouTubeMapsAll Bookmarks

Campaigns715479662559583 (7154...100 Opportunity scoreUpdated just nowDiscard draftsReview and

All adsActionsHad deliveryActive ads+ See more

Create a view

Search to filter by name, ID or metrics

CampaignsAd setsAds

Last 30 days: Jul 10, 2025 - Aug 8, 2025

+ CreateDuplicateEditA/B testMoreColumns: CustomBreakdownReportsCharts

☐	Off / On ↑↓	Campaign ↑↓	Delivery ↑	Actions	Bid strategy	Budget ↑↓	Attribution setting	Res
☐	☒	Tailored web traffic campaign 07/02/2025 C...	☒ In draft		Using ad set bid...	Using ad set bu...	—	
☐	☒	Website visitors Ad: >Neutribes Publishers<	☒ Completed	—	Highest volume	₹2,000.00 Daily	7-day click or ...	
☐	☒	Post: "From the Stable of Neutribe Publishers."	☒ Completed	—	Highest volume	₹1,554.11 Daily	7-day click or ...	
☐	☒	[17/06/2025] Promoting https://api.whatsap...	☒ Completed	—	Highest volume	₹2,330.00 Daily	7-day click or ...	Messi
☐	☒	[17/06/2025] Promoting https://api.whats...	☒ Completed	—	Highest volume	₹2,330.00	7-day click or ...	
Results from 15 campaigns ⓘ Excludes deleted items View results								

