

OLAMIDE SAMUEL SHITTU

40K+ Keywords on Page 1 || + Brands || Certificate in Digital Marketing

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Passionate about growing SMEs through Digital Marketing. Looking to secure a full-time SEO/Paid Media Manager job position to fully utilize my knowledge and skills, while making a significant contribution to the success of your company.

PORTFOLIO: <https://bit.ly/Olamideshittuportfolio>

EXPERIENCE

Billing and Data Collation Staff (NYSC)

Kano Electricity Distribution Company (KEDCO), Kano State | January – October 2020

During my National Youth Service year, I worked with the KEDCO billing and data management team to support the preparation, distribution, and analysis of customer billing data while ensuring operational efficiency and data accuracy.

- **Bill Design & Preparation:** Designed and formatted professional, easy-to-read bill templates that aligned with company standards and ensured clear communication of customer information and charges.
- **Printing & Distribution:** Operated billing systems and printing equipment to generate accurate monthly customer bills efficiently and on schedule.
- **Quality Control:** Verified the accuracy, clarity, and completeness of printed bills, promptly addressing any discrepancies or printing errors.
- **Inventory Management:** Monitored and managed printing supplies such as paper, ink, and other consumables to maintain smooth billing operations.
- **Data Collection & Collation:** Participated in **field data collection and customer verification exercises**, ensuring accurate recording of customer meter readings and account information.
- **Data Design & Methodology:** Supported the development of data collection templates and procedures to standardize reporting and ensure consistency across teams.
- **Data Entry & Management:** Accurately entered, organized, and updated customer and billing data into company databases, maintaining confidentiality and data security.
- **Quality Assurance:** Reviewed and validated collected data to identify errors or missing information, ensuring data integrity for billing and reporting purposes.

Sales Representative

Winner's Medicine Store | 2014

As a Sales Representative at Winner's Medicine Store, I played a key role in promoting pharmaceutical products, building customer relationships, and driving sales through effective communication and product knowledge.

- **Prospecting & Lead Generation:** Identified and approached potential customers, building a steady client base and expanding the store's reach within the local community.
- **Product Knowledge:** Gained in-depth understanding of the store's medical and health products, enabling confident communication of their features, benefits, and proper usage to customers.
- **Sales Presentations:** Engaged customers through clear and informative product demonstrations, helping them make informed purchasing decisions.
- **Customer Relations & Negotiation:** Built trust and long-term relationships with customers by providing excellent service and negotiating fair and beneficial sales terms.
- **Closing Sales:** Consistently achieved and exceeded sales targets by converting leads into loyal customers through attentive service and follow-up.
- **Inventory Support:** Assisted in managing product displays, monitoring stock levels, and ensuring the availability of fast-moving medical supplies.

Teaching Staff

Prosperity Comprehensive School, Kaduna | 2021 – 2022

As part of the academic team at Prosperity Comprehensive School, I was responsible for creating engaging learning experiences, supporting student growth, and maintaining a structured and motivating classroom environment.

- **Lesson Planning:** Designed and implemented detailed lesson plans aligned with curriculum standards and educational objectives, ensuring clarity and progression in student learning.
- **Instruction & Engagement:** Delivered interactive and engaging lessons using diverse teaching methods, including discussions, group projects, and multimedia resources, to cater to different learning preferences.
- **Assessment & Evaluation:** Assessed student performance through quizzes, tests, assignments, and projects to track progress and provide constructive feedback for improvement.
- **Differentiation:** Adapted teaching strategies and learning materials to meet the diverse needs, abilities, and learning styles of students for inclusive and effective instruction.
- **Classroom Management:** Established and maintained a positive, respectful, and orderly learning environment by setting clear expectations and promoting active participation.
- **Student Development:** Encouraged critical thinking, creativity, and confidence among students through mentorship and continuous academic support.

Volunteer Social Media Manager / Content Creator / Email Marketer

Sixte | 2021 – 2023

As a passionate digital marketer, I created and managed engaging social media and email marketing campaigns to help Sixte grow its online presence and connect better with its audience.

- **Content Creation:** Designed creative and relevant content (text, visuals, and infographics) that boosted engagement and improved brand visibility across social platforms.

- **Social Media Strategy:** Developed and implemented social media strategies that increased brand awareness, drove website traffic, and attracted new leads.
- **Community Management:** Actively engaged with followers by responding to comments, DMs, and mentions, building stronger relationships with the audience.
- **Audience Research:** Conducted detailed audience research to understand target demographics and behaviors, ensuring all campaigns were audience-driven and effective.
- **Email Marketing:** Managed and executed email campaigns using **Mailchimp** and **EDM**, from list segmentation to performance tracking, to improve audience reach and retention.
- **Automation & Campaign Management:** Created automated email workflows to nurture leads and maintain consistent communication with subscribers.
- **Keyword Research & Optimization:** Researched and implemented relevant keywords for better email open rates, click-through rates, and overall campaign performance.
- **Analytics & Reporting:** Monitored social media and email performance metrics, identified trends, and provided insights to enhance future campaigns.

Volunteer Data Collation Staff

Oyo State Primary Health Care Board | 2023-2024

I contributed to the **NIPDS (National Immunization Plus Days) data collation exercise**, supporting accurate data collection and reporting processes that strengthened immunization program outcomes across the state.

- **Designing Data Collection Methods:** Assisted in creating and refining data collection tools and templates to align with NIPDS project goals and field requirements.
- **Data Collection:** Conducted field data gathering and digital entries during the NIPDS exercise, ensuring completeness and accuracy of immunization coverage records.
- **Quality Assurance:** Verified collected data for accuracy, consistency, and reliability, helping to improve the overall quality of health reports submitted to the state board.
- **Data Entry & Management:** Accurately entered and organized health data into official systems, maintaining structured records for easy tracking and analysis.
- **Data Cleaning:** Reviewed, validated, and cleaned datasets to identify and correct errors or missing information, ensuring data integrity for reporting and decision-making.
- **Team Collaboration:** Worked closely with supervisors and field officers to coordinate data flow between collection points and the state office during the NIPDS campaign.

Digital Marketer

E Sales Studio | 2024 – 2025

As a results-driven Digital Marketer at E Sales Studio, I developed and executed data-driven marketing strategies that strengthened brand visibility, optimized website performance, and generated high-quality leads through full-funnel campaigns and advanced SEO techniques.

- **Digital Campaign Management:** Planned, executed, and optimized **multi-channel campaigns** across **SEO, SEM, social media, and email marketing** to drive engagement and conversions throughout the marketing funnel.
- **Full-Funnel Advertising (TOFU, MOFU & BOFU):** Created and managed **Top-of-Funnel (TOFU)** awareness ads, **Middle-of-Funnel (MOFU)** nurturing campaigns, and **Bottom-of-Funnel (BOFU)** conversion-focused ads to guide customers seamlessly from awareness to purchase.

- **Keyword Research & On-Page SEO:** Conducted in-depth keyword research and optimized **meta titles, descriptions, headers, and image alt texts**, improving organic rankings and visibility.
- **AI & GEO Optimization:** Implemented **AI-powered SEO** and **Generative Engine Optimization (GEO)** strategies to tailor content for AI-driven search engines like **Google SGE and Bing Copilot**, enhancing reach and engagement.
- **Technical SEO:** Improved site performance by **fixing broken links, optimizing crawlability, improving internal linking, and increasing page speed**, using tools such as **Screaming Frog, Google Search Console, and PageSpeed Insights**.
- **UI/UX & Website Optimization:** Conducted **UI/UX analyses** to improve website navigation and layout, resulting in enhanced user experience and higher conversion rates.
- **Content & Product Page Optimization:** Created **keyword-rich landing pages and optimized product pages on WordPress**, including image compression and structured data for better ranking and visual appeal.
- **Link Building:** Built high-quality backlinks through **guest posting, outreach, and white-hat SEO techniques**, improving domain authority and organic reach.
- **Paid Advertising:** Managed **Google Ads and Meta Ads (Facebook/Instagram)** campaigns, analyzing **CTR, CPC, ROAS**, and audience targeting to ensure optimal performance and ROI.
- **Lead Generation & Automation:** Utilized **GoHighLevel (GHL)** to create **automated lead funnels**, design high-converting forms, and track lead behavior for improved retention and conversion efficiency.
- **Analytics & Reporting:** Monitored campaign performance using **Google Analytics, Search Console, and Meta Ads Manager**, and developed **weekly and monthly performance reports with Looker Studio** to visualize results and guide strategic decisions.
- **Competitor & Market Analysis:** Conducted in-depth **competitor and market analysis** to identify emerging trends, refine marketing strategies, and maintain a competitive advantage.

EDUCATION

University Education: HND, (Computer Science (2016-2020))

Secondary Education: Baptist Model High School, Kaduna State (2006-2013)

Primary Education: Air force Nursery and primary school (2000-2006)

SKILLS

Expert in: Digital Marketing, PPC, Google Ads, Meta Ads, Amazon Ads, LinkedIn Ads, Twitter Ads, SEO, Semrush, Ahrefs, Hubspot, Email Marketing, Mailchimp, Shopify, WordPress, Google Analytics, Google Merchant Center, Social Media Management, Canva, Figma, Data Visualization, Looker Studio, Copywriting, Power Point, GHL, Screaming Frog, GEO/AI SEO