CALEB OKHAI AYO

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Lagos State, NG

Marketing and Growth
E-Commerce Manager
https://aideology.framer.website/

Professional Summary

Marketing professional with 7+ years of experience across digital campaigns, SEO, email marketing, and CRO.

I spend most of my time working on funnels. Building campaigns, auditing SEO/AEO, tracking behaviour in GA4, fixing drop-offs, and improving conversion across email, landing pages, and product flows.

I've worked across education programs, ecommerce, and product-led teams, using tools like HubSpot, Klaviyo, and Shopify to manage campaigns, automation, and reporting.

Softwares Used

- Mailchimp
- Klaviyo
- HubSpot
- Google Analytics
- Meta Analytics
- Capcut
- Shopify
- CorelDraw
- Microsoft Office
- Adobe Photoshop

Skills

Marketing
• Digital Advertising • Email Marketing (Klaviyo, Mailchimp) • SEO • Conversion Rate Optimisation • Campaign Strategy & Execution • Social Media Management

Analytics and tools
• Google Analytics (GA4) • HubSpot (CRM & Automation) • Shopify • Meta Analytics • A/B Testing & Funnel Analysis

Content and Design
• Content Development • Visual Branding • Motion Design & Video Editing • Graphic Design (Print & Digital) • Adobe Photoshop, CorelDRAW

Operations & Communication
• CRM Management • Reporting & Performance Analysis • Executive Communication • Presentation Development • Stakeholder Coordination

Education

Degr University of Benin, NG — 2020
BSc, MCB

Cert Wharton University of Pennsylvania — 2024
Viral Marketing

CIM Chartered Marketer *(in view)* 2026
Chartered Institute of Marketing, UK

MBA Marketing *(in view)* 2026
NEXT University, Spain

Work Experience

Marketing Manager Full-Time - Hybrid
Hy-Initiative Lagos, NG

- Ran marketing across multiple products, including WesOnline, DigiSpray, and TSIF.
- Implemented CRM workflows for lead tracking and follow-up.
- Managed campaigns across email, social, partnerships, and events
- Worked with product and sales to improve lead quality and conversion
- Reported campaign performance and customer acquisition metrics to leadership.
- Handled university and institutional partnerships
- Led webinars, events, and community campaigns

Customer Retention Manager Full-Time Remote
Growie App (Eulav) Wyoming, US

- Improved store conversion using CRO audits and testing
- Performed technical SEO audits for e-commerce websites.
- Managed on-page SEO, metadata, internal linking, and content optimisation.
- Used GA4 and Microsoft Clarity to find drop-offs and fix them
- Used Google Search Console and GA4 to monitor search performance and indexing.
- Ran A/B tests to reduce abandonment and improve checkout completion
- Worked with developers to improve Core Web Vitals and page speed.

Email Marketing Specialist
- Ran re-engagement campaigns on Klaviyo and Shopify Email
- Built segmented email flows and templates
- Tracked performance and improved open and click rates over time

Senior Marketing and Communications Officer Full-Time - Remote
Junior Achievement Nigeria Lagos, NG

- Managed national campaigns for education programs
- Ran email, social, and digital campaigns
- Coordinated campaigns across teams and partners
- Handled media coverage, radio features, and press
- Managed vendors for events and content production
- Wrote reports, proposals, and campaign materials

Marketing and Communications Supervisor Full-Time - Hybrid
GHI Limited (Business Travel Management) Lagos, NG

- Led digital marketing for corporate travel, airline ticketing, visa services, holiday packages, and hotel bookings.
- Managed paid and organic campaigns that generated qualified travel enquiries (20% lead increase)
- Built email campaigns that increased open rates by 45%
- Worked with the sales team to promote travel packages and corporate travel solutions.
- Managed events, including a 500+ attendee corporate event
- Prepared materials for leadership and investor reporting/meetings

Senior Brand Manager Full-Time - Onsite
Flowtech (Rhine Industries Nig.) Lagos, NG

- Designed print materials for clients
- Reduced print errors through prepress checks
- Improved colour accuracy across jobs
- Built client relationships that increased repeat work