

9+	60+	\$2.4M+	45+	4×
YEARS EXPERIENCE	STORES LAUNCHED	CLIENT REVENUE DRIVEN	HAPPY CLIENTS	AVG ROAS

SUMMARY

Ecommerce growth specialist with 9+ years of experience across in-house digital marketing, agency strategy and independent consulting. Builds, optimizes and markets Shopify and Etsy stores end-to-end — storefront design, SEO, paid ads, email flows and sales funnels — turning browsers into buyers. Has launched 60+ stores and driven \$2.4M+ in client revenue.

EXPERIENCE

Founder & Lead Ecommerce Consultant

Busayo Digital (Independent) · Remote

2023 — Present

- Runs an independent ecommerce practice serving Shopify and Etsy brands end-to-end — design, SEO, ads and retention.
- Manages monthly ad budgets across Meta and Google totaling \$40K+ for active clients.
- Designed and shipped 25+ Shopify storefronts, most with sub-2s load times.
- Built email flows responsible for 20-30% of client stores' monthly revenue.

Freelance Ecommerce & Digital Marketing Consultant

Self-Employed · Remote

2019 — Present

- Independent freelance work alongside full-time roles — Shopify, Etsy and website projects for small business owners.
- Delivered 20+ freelance projects spanning store design, SEO and ad campaigns.
- Built long-term retainer relationships with repeat clients across skincare, outdoor and craft niches.
- Owns the full client lifecycle solo — discovery, design, build, launch and reporting.

Digital Marketer / Ecommerce Officer

FHG, Oyo State

2017 — Present

- Manages day-to-day digital marketing and online sales channels for the organization.
- Plans and runs social media and ad campaigns to support ongoing sales targets.
- Coordinates content, promotions and reporting across digital touchpoints.

Senior Ecommerce Strategist

Growthly Agency

2021 — 2023

- Led paid acquisition and funnel strategy for a roster of DTC and marketplace brands.
- Built full-funnel campaigns that lifted average client ROAS from 1.8× to 4.1×.
- Owned Etsy SEO overhauls for 15+ shops, growing organic search traffic significantly.
- Mentored two junior marketers on ad platform strategy and reporting.

Digital Marketing Specialist

PixelCraft Studios

2019 — 2021

- Delivered 30+ website and Shopify projects for local and international clients.
- Set up first email marketing systems for clients who had never used automation.
- Learned the fundamentals of SEO, analytics and ad platforms on the job.

CORE SKILLS

Shopify Store Design

Etsy SEO

Website Design

Email Marketing

Facebook Ads

Google Ads

Sales Funnel Design

Social Media Marketing

3D Product Animation

CRO & Analytics

SELECTED CLIENTS

Lumen & Co. — Skincare Shopify relaunch, +212% conversion rate

Woven Nest — Etsy SEO overhaul, +180% organic views

Northfield Outdoors — Full funnel build, 4.8× ROAS

GlowTech — Product launch campaign, 1.2M video views

Petal & Pine — Custom website build, +76% booking enquiries