

TOFUNMI AYOTUNDE

Marketing Data & Growth Analyst

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PROFESSIONAL SUMMARY

Data-driven Growth Marketer and Analyst with 4+ years of experience scaling customer acquisition and retention through advanced tracking, SEO, and multi-channel campaigns. I specialize in bridging the gap between technical data infrastructure (GA4, SQL, Tag Manager) and marketing execution. Proven ability to architect complex tracking setups, build multi-touch attribution models, and turn raw data into actionable insights that optimize CAC, LTV, and conversion rates. Adept at cross-functional collaboration, A/B testing, and driving measurable organic growth in e-commerce, digital publishing, and affiliate environments.

CORE SKILLS

- Analytics & Tracking: GSC, GA4, Server-Side Google Tag Manager (sGTM), SQL, BigQuery, Snowflake, Data Visualization (Power BI, Looker Studio).
- Growth & Optimization: A/B Testing, Multi-Touch Attribution, LTV & CAC Tracking, Conversion Rate Optimization (CRO), Campaign Management, Lead Generation.
- Data Operations: Excel (Power Query & Macros), Data Cleaning, JavaScript (Apps Script), Python (Pandas), Dashboard Automation, CRM Management (Dynamics 365, Zoho).
- Organic Growth: SEO Strategy, Content Marketing, Topic Clustering, E-E-A-T, Generative Engine Optimization (GEO).

PROFESSIONAL EXPERIENCE

Marketing Data Analyst (Portfolio)

Jan 2026 – Present

View Full Case Studies at [tofunmiayotunde.github.io](https://github.com/tofunmiayotunde)

- Engineered server-side Google Tag Manager (sGTM) containers and webhook connections to bypass tracking prevention, recovering an estimated 30% to 36% in lost conversion data.
- Developed comprehensive multi-touch attribution models using SQL and Power BI to directly compare Last-Click versus Linear revenue streams.
- Engineered a 'SQL Business Insights' dashboard in Power BI to track performance trends, highlight growth opportunities, and surface risks early for e-commerce revenue streams.
- Automated recurring reporting workflows by combining multi-file source data into refreshable tables using Excel Power Query and SQL.

Imperial Facility Solutions | Data Operations & Billing Analyst

May 2025 – July 2026

- Managed customer data and billing pipelines, ensuring 100% accuracy in recurring revenue tracking and accounts receivable (AR) extraction.
- Utilized CRM and billing software to track customer lifecycle stages, optimize billing workflows, and support retention initiatives.
- Developed daily and weekly performance reports to provide cross-functional insights, aligning field operations with financial targets.

3PLE T Integrated Services | Content & Growth Marketer (Remote)

May 2023 – April 2024

- Optimized 120+ landing pages and articles across multiple niche web properties, executing A/B tests on layout, internal linking, and CTAs to maximize affiliate revenue and ad arbitrage margins.

- Engineered email retention sequences and engagement workflows, successfully retaining acquired users to increase overall audience lifetime value (LTV).
- Applied advanced keyword research and search intent mapping to scale high-intent organic traffic, directly impacting user acquisition targets.

TYCT Initiative | SEO Manager & Growth Specialist (Remote)

Sep 2021 – Apr 2024

- Led the organic growth strategy for dual Health and Technology publications, achieving a 70% increase in organic sessions through precise keyword mapping and competitive gap analysis.
- Monitored core performance metrics across GSC to surface risks early, such as algorithm-induced drop-offs, and dynamically refined content strategy to protect traffic baselines.
- Built comprehensive topic clusters targeting high-intent, commercial, and informational queries, successfully driving qualified traffic toward affiliate conversion points.

EDUCATION

National Youth Service Corps (NYSC)

2022 – 2023

Higher National Diploma, Business Administration & Management

2019 – 2021

Osun State Polytechnic

National Diploma, Business Administration

2014 – 2016

Osun State Polytechnic

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- **Platforms:** Google Analytics 4, Google Tag Manager, Google Search Console, Ahrefs, Semrush, Dynamics 365
- **Database & BI:** Snowflake, BigQuery, MySQL, Google Colab, Microsoft Power BI
- **Certification:** SEO & Content Marketing (Coursera)
- **Professional Coursework:** Completed extensive training in Advanced Google Analytics 4 (GA4), Server-Side GTM, DAX Calculation, Data Modeling & Visualization in Power BI, Data Cleaning with Power Query, and Excel Power User workflows (O'Reilly Media / Advanced Platforms).