

OLUWASEUN OYEBODE

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## **Professional summary**

A passionate Physics student ,Forex analyst and trader, full time google ads manager with trend analysis as a point of focus in ensuring that companies and organizations get the most out of digital infrastructures set in place by the evolution of the internet . Looking to leverage my curiosity and technical mindset to solve analytical problems in addition providing the best value possible to organizations using my digital skills.

## **Education**

FEDERAL UNIVERSITY OF TECHNOLOGY AKURE

B.sc Physics [ 2019– date] – 200/

- Majoring in core courses like Python, Quantum Physics and Mathematics.
- A member of FUTA Tecno Ambassadors.

TRUEVINE SECONDARY SCHOOL;2013-2019

- Head boy of the school.
- SSCE certificate with 8 Credits.

*EXOUSIA PRIMARY SCHOOL ; 2008- 2013*

FIRST FRUIT PRIMARY SCHOOL ; 2004-2008

## **Further Education**

- Mobile App Development: Modeski Business Hub. Completed the two weeks intensive training online.
- Introduction to Photography: Shaw Academy. Completed the course online.
- Forex Training : Completed a two month physical training with a professional FOREX trader.
- Google Ads: Completed a three month physical training with a professional Ads manager from Norland Pharmaceuticals company.

## **Work experience**

**NORLAND PHARMACEUTICALS COMPANY**

*October 2021- Date*

## *Remote*

### GOOGLE ADS MANAGER

- Create and develop search ads that run for approximately a month.
- Provide analysis of ad performance overtime.
- Relate with potential customers interested in a purchase .
- Modify ads to expand audience reach.

## **Skills**

### Technical Skills:

- Market Trend Analysis
- Trading Strategy
- SEO specialist
- Content Writing

### Soft-Skills:

- Leadership
- Team-work
- Patience

## **Hobbies/Personal interests**

I am quite passionate about learning and building capacity especially in the following areas:

- Market Analysis
- Learning
- Research

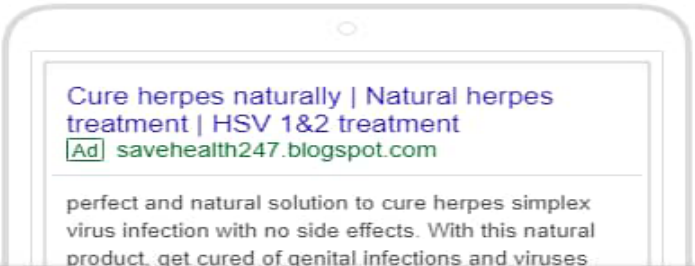
## **ADDITIONAL INFORMATION**

### **Google Ads Stats**

# FIRST AD

Ads

Website traffic-Search-1 > Ad group 1



Ad	Impressions	Clicks	CTR
Enabled	11,381	1,521	13.36%

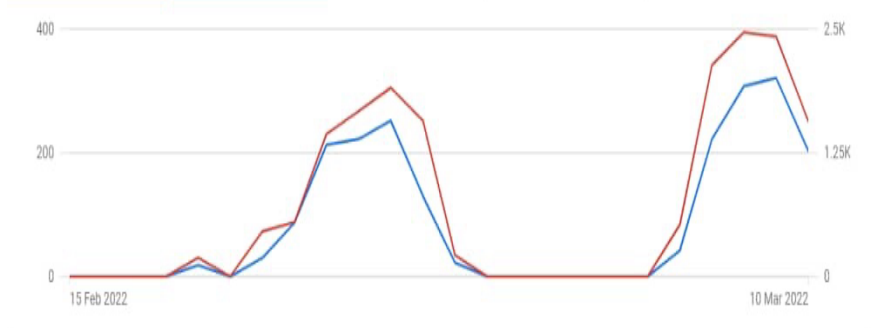
All ads All extensions < 1 / 2 >

Keywords + Add keyword

	Cost	Clicks	CTR
genital herpes	US\$12.00	284	13.31%
herpes symptoms	US\$10.55	356	16.54%
genital herpes treatment	US\$10.29	263	11.79%
herpes sores	US\$9.63	285	11.51%
herpes simplex	US\$8.86	310	14.64%

Keywords Negative keywords < 1 / 9 >

Clicks	Impressions	Avg. CPC	Cost
2.07K	17.1K	\$0.04	\$82.77



## SECOND AD

Ads

Website traffic-Search-1 > Ad group 1

Cure herpes naturally | Natural herpes treatment | HSV 1&2 treatment  
[savehealth247.blogspot.com](http://savehealth247.blogspot.com)

perfect and natural solution to cure herpes simplex virus infection with no side effects. With this natural product, get cured of genital infections and viruses.

Ad	Impressions	Clicks	CTR
Enabled	43,843	5,575	12.72%

All ads All extensions < 1 / 2 >

Keywords + Add keyword

	Cost	Clicks	CTR
herpes sores	US\$39.60	1,318	12.38%
herpes symptoms	US\$34.66	1,181	14.76%
genital herpes treatment	US\$33.06	963	12.15%
genital herpes	US\$31.58	926	12.19%
herpes simplex	US\$20.12	683	14.11%

Keywords Negative keywords < 1 / 10 >

Clicks	Impressions	Avg. CPC	Cost
7.68K	63.7K	\$0.03	\$255



# THIRD AD

Most-shown ads

Website traffic-Search-1 > Ad group 1

Ad	Impressions	Clicks	CTR
Enabled	55,428	6,605	11.92%

Campaigns

	Cost	Clicks	CTR
Website traffic-Search-1	\$242.75	6,605	11.92%

Day & hour

Impressions

Day & Hour

Demographics

Impressions

Gender & Age

Gender	18-24	25-34	35-44	45-54	55-64	65+
Male	High	High	Medium	Low	Very Low	None
Female	High	High	Medium	Low	Very Low	None

Based on the 78% of your impressions with known gender and age.

Ad schedule

Devices

Mobile phones Tablets Computers

Device	Cost	Impressions	Clicks
Mobile phones	98.8%	98.6%	99.2%
Tablets	0.2%	0.3%	0.2%
Computers	1.0%	1.1%	0.6%

Gender & Age

### THIRD AD CONT'D

**Recommendations**

**89.6%** Your optimization score ?

**Finish setting up conversion tracking** +10.3%

**Finish setting up conversion tracking by making sure your conversion actions are**

[View](#)

**Keywords** + Add keyword ?

	Cost	Clicks	CTR
treatment for genital herpes	\$36.86	883	12.65%
herpes symptoms	\$29.70	977	11.70%
herpes sores	\$22.35	776	11.45%
hsv symptoms	\$19.39	477	14.41%
treatment of herpes	\$18.11	403	11.94%

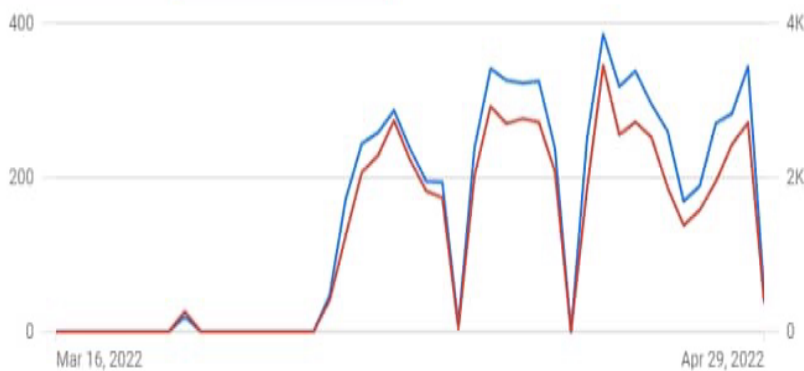
[Keywords](#) [Negative keywords](#) < 1 / 10 >

**Searches** Sort by: Impressions ?

- Searches** **Words**
- herpes
  - genital herpes
  - herpes virus
  - herpes symptoms
  - std symptoms
  - herpes simplex
  - what is herpes
  - symptoms of herpes
  - hvp in men
  - herpes meaning
  - how to treat sore in virgina
  - herpes simplex virus
  - itching in the vaginal area
  - infection in men
  - symptoms of infection in men
  - symptoms of gonorrhea in men

All searches < 1 / 10 >

Clicks	Impressions	Avg. CPC	Cost
6.61K	55.4K	\$0.04	\$243



**Additional volunteering services**

**CHURCH ORGANIZATION**

REGIONAL TEENAGERS' VICE PRESIDENT

April 2022 – Till date

RCCG, Region 26.

Ikorodu, Lagos State

PROVINCIAL TEENS VICE- PRESIDENT

CHURCH ORGANIZATION

March 2019 – Date

RCCG, Province 41

Ikorodu, Lagos state.

**Accomplishments**

- Led a team of over 300 people in each position and organized over 15 programs and events.

*References are available on request.*