

# SHOLA ASIRU

MARKETING LEADER/ GROWTH & PERFORMANCE MARKETING STRATEGIST

<https://www.linkedin.com/in/musaasiru/>

I am a result-driven marketing leader with 9+ years of experience driving performance marketing, project leadership, and client success across global markets, with a proven track record in managing complex programs, mentoring teams, and delivering business growth in fast-paced environments while remaining passionate about building sustainable performance strategies and championing team development.

## CORE COMPETENCIES

- Performance Marketing & Program Optimization
- Client Success Management
- Revenue Acceleration
- Marketing Performance Analytics
- Multichannel Campaign Management
- Product & Brand Marketing
- Project Management & Stakeholder Coordination
- Team Development & Mentorship

## KEY ACHIEVEMENTS

- **Market Expansion.** Identified untapped markets and launched a system to harness the line market, resulting in a revenue increase of \$1.2 Million for Payaza in 6 months.
- **Revenue Growth.** Successful Implementation of a new product strategy at Blaaz Technology increasing unique users by 68% and market cap by \$1,800,000.
- Successfully managed over 280 digital campaigns globally at Opera mini resulting to over 35% increase in annual revenue

## PROFESSIONAL EXPERIENCE

### Group Brand & Marketing Manager (Global), Payaza Inc | Toronto, Canada & New York, USA | 2023 – Present

- Mentored a team of 8+ marketers, achieving a 20% improvement in campaign execution time and quality.
- Led multi-country project management across 5 regions, aligning cross-functional teams and delivering GTM milestones on schedule.
- Led the development and execution of GTM strategies across 19 African countries and global markets, achieving \$14.5M in transaction volume in the first marketing quarter.
- Managed cross-regional campaign planning, event activations, and ecosystem partnerships, increasing brand awareness and merchant onboarding by 300%.
- Supervised KPI reporting, A/B testing, and marketing analytics across digital and offline channels to align with business growth metrics and revenue targets.
- Collaborated with the product and compliance teams to ensure strategic alignment on product positioning, user journey mapping, and marketing governance.
- I received the **“CEO Award of Excellence”** for outstanding performance in the brand expansion and growth.

### Marketing and Performance Manager | Blaaz Innovations Technology Inc. | Toronto, Canada | 2022 – Present

Focused on driving performance marketing, project management, client success, and cross-functional leadership.

- Developed and executed integrated marketing campaigns resulting in over 11,017 merchant sign-ups within 12 months.
- Built and led a high-performing marketing team across the United State, Canada and some African countries, managing campaign strategies across search, display, video, programmatic, and influencer channels.
- Oversaw performance marketing campaigns that increased brand engagement by 450% and improved KYC completion rates.
- Oversaw partnerships, event sponsorships, and CSR campaigns aligned with marketing performance goals.
- Championed client onboarding success strategies, reducing merchant churn by 15%.

## Marketing Manager – Mozart Bet | Africa (Kenya, Ghana, Nigeria) | 2020 – 2022

- Managed multi-market marketing strategy across Nigeria, Kenya, and Ghana, leading to 7-digit revenue growth through localized digital campaigns.
- Collaborated with product and design teams to align campaigns with user trends and real-time insights.
- Led media buying, affiliate partnerships, and brand integrations, enhancing conversion rates and user retention
- Developed and executed influencer campaigns, PR initiatives, and SEO strategies that positioned the brand as the platform with the best odds in West Africa.
- Recognized as **“Staff of the Year”** for outstanding campaign execution and ROI contribution.

## EDUCATION

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### MBA – Strategy & Innovation

Rotman School of Management, University of Toronto

### Postgraduate Diploma – Digital Marketing

Bow Valley College, Alberta, Canada

### BSc – Computer Science & Economics

Crescent University, Nigeria

## CERTIFICATIONS

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- **Chartered Institute of Marketing (UK) – Postgraduate Diploma in Professional Marketing (Lvl 7)**
  - Global Marketing Decisions
  - Marketing & Digital Strategy
  - Innovation in Marketing
  - Corporate Digital Communications
  - Managing Brands
  - Creating Entrepreneurial Change
- **Product Marketing Alliance – Core, Masters & Leadership Certified**
- **Digital Marketing Institute – Certified Digital Marketing Professional**
- **CompTIA Network+**
- **Computer Professionals (CPN) Nigeria**
- **Certified Associate in Project Management - Project Management Institute**

## ADDITIONAL INFORMATION

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- **Language:** English
- **Technical Skills:** Google Ads, Meta Ads, LinkedIn InMail, SEMrush, Hootsuite, Zoho CRM, Microsoft Clarity, Google Analytics, Tag Manager, WordPress, SimilarWeb, Webflow
- **Awards/Activities:** Most Innovative Employer of the Year (2023), CEO's Award of Excellent (2024), Staff of the Year (2021)