ARTHUR UZO

Performance Marketer & Creative Strategist

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PROFILE

Performance marketer and creative strategist who ties every campaign to revenue. I have managed **£1M+ in paid media** across Meta, Google, LinkedIn and YouTube for live events, education, coaching and local services. I research the buyer, write the ads, build the funnels and track spend back to sales. Recent work: a **£105k campaign that paid for itself in ticket sales** and filled a room that sold £3M+, and **£3,000 of Meta ads turned into £13,365** in course sales (4.5× ROAS).

£1M+	7.6×	5,000+	11% to 35%
Paid media managed	Best campaign ROAS	Qualified leads generated	Lead-to-sale conversion

CORE SKILLS

Creative Strategy	Customer avatars · hooks and angles · ad copy · video scripts · static and video creative · creative testing
Paid Social	Meta Ads (Feed, Stories, Reels, Lead Ads) · LinkedIn Ads · TikTok Ads · YouTube Ads
Paid Search	Google Search · Performance Max · Display · Shopping · keyword and negative-list strategy
Campaign Strategy	Full-funnel planning · CPA / CPL / ROAS targets · bid strategy · budget allocation and pacing
Funnels & CRO	Landing pages · lead magnets · membership funnels · A/B split tests · Hotjar behaviour analysis
Tracking & Attribution	Meta Pixel and conversion events · GTM · GA4 · server-side tagging · Hyros · CAC and LTV analysis
Reporting	ROAS / CPA / CAC analysis · dashboards · performance and creative strategy reports

PROFESSIONAL EXPERIENCE

Social Media & Creative Strategist

MAAYA GmbH | Bar & Live Events · June 2026 – Present · Berlin, Germany

- **Ticket sales:** increased event ticket sales by **500%** in five days with a Meta sales campaign, after organic promotion had stalled.
- **Creative strategy:** wrote angles for five customer avatars across video and static ads; found the message that won clicks in every audience ("What are you wearing to the future?").
- **Diagnosis:** wrote the campaign performance and creative strategy report, identifying the tracking, checkout and pricing issues that capped results and setting the plan for the next event.
- **Campaigns and content:** plan paid and social campaigns, hooks and promotional copy for MAAYA's events, using AI tools to speed up research, ideation and copywriting.

Demand Generation & Growth Marketer

Prestige Homes | Painting & Deep Cleaning · Dec 2025 – Apr 2026 · Berlin, Germany

- **Lead generation:** generated ~500 leads across Berlin, Hamburg and Frankfurt with Meta lead campaigns for English-speaking expats, at £7–10 per cleaning lead and ~£12 per painting lead.
- **Conversion:** built the landing page and wrote all copy (risk reversal, offer stack, deadline); lead-to-sale conversion rose from **11% to 35%**.
- **Unit economics:** brought the cost to win a customer to £20–34 against ~£1,300 average revenue per customer (38:1).
- **Creative:** made the video and graphic ads, ran separate campaigns per service, and tested price-led against risk-reversal angles.
- **Automation:** built AI-powered lead-handling automations to speed up follow-up and qualification.

Media Buyer & Performance Marketing Manager

Growth Getters | Business Education & Agency · Aug 2024 – Nov 2025 · Glasgow, UK

- **Media buying:** managed £600k+ a year in ad spend across Meta, Google, LinkedIn and YouTube against strict CPL and CPA targets.
- **Scottish Business Conference 2025:** £105k across Meta and LinkedIn sold 305 tickets on a £79–£2,499 ladder. Ticket sales paid back the full ad spend and helped fill a 500-person room that sold **£3M+** live.
- **Event ticket campaign:** 1,000+ tickets at £16 CPA; **£152k revenue from £20k** in ad spend (7.6× ROAS).
- **Property Sourcing funnel (Paul McFadden Wealth):** built a four-step GoHighLevel funnel with an A/B-tested opt-in page. £3,000 of Meta ads produced 555 leads at £5.41 and 27 sales of a £495 course: **£13,365** (4.5× ROAS).
- **Digital Domination Workshop:** 301 free tickets at £22.14 each over two months (£6,663). Set up initiated-checkout tracking so the campaign learned without polluting a parallel paid campaign; attendees fed **£100k+** in coaching sales.
- **Creative testing:** cut CPA by up to 55% by systematically testing video against static, headlines and audiences.
- **Funnels:** built 10+ acquisition funnels (webinars, VSLs, lead magnets, challenges) generating 5,000+ qualified leads; landing pages averaged a 25% conversion rate, with individual lifts of 32–67%.

SELECTED CAMPAIGN RESULTS

Campaign	Spend	Result	Return
Scottish Business Conference 2025	£105,000	305 tickets; ad spend paid back by ticket sales	**£3M+ sold live**
Event ticket campaign	£20,000	1,000+ tickets, £152k revenue	**7.6× ROAS**
Property Sourcing funnel (GoHighLevel)	£3,000	555 leads at £5.41, then 27 sales at £495 (£13,365)	**4.5× ROAS**
Digital Domination Workshop	£6,663	301 free tickets at £22.14	**£100k+ coaching sales**
Prestige Homes lead generation	Meta, 3 cities	~500 leads, 35% lead-to-sale rate	**38:1 revenue to CAC**
Black Friday Skool offer	£1,270	75 members	**£16.94 CPA**

TOOLS & PLATFORMS

Ad platforms
Meta Business Manager · Google Ads · LinkedIn Campaign Manager · YouTube Ads · TikTok Ads

Analytics & tracking
Google Tag Manager · GA4 · Hyros · Hotjar · server-side tagging · Salesforce

Funnels, CRM & automation
GoHighLevel · HubSpot · ActiveCampaign · Mailchimp · ClickFunnels

Creative, design & web
Figma · Canva · Adobe Photoshop · WordPress · Elementor · Shopify · HTML/CSS · Claude

Project management
Asana · Jira · Slack · SEMrush

EDUCATION

MSc Digital Marketing 2024 – 2025
Berlin School of Business and Innovation (BSBI), Berlin

BSc Electrical & Electronics Engineering 2013 – 2018
University of Lagos, Nigeria

ENACTUS Nigeria 2016 – 2018
Bronze Medal, Business & Technology Summit (UN Sustainable Development Goals project)

LANGUAGES

English Native

German A2