

TikTok Paid Media Portfolio

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Executive Summary

Results-driven paid media specialist with 6+ years of experience managing high-performance TikTok advertising campaigns. Proven track record in scaling direct-response e-commerce campaigns across multiple ad accounts, with expertise in health and wellness verticals in emerging markets.

Campaign Portfolio Overview

Sept 2025 - Apr 2026 | 7-Month Campaign Period

Metric	Value
Ad Accounts Managed	7 accounts
Total Campaigns Launched	126 campaigns
Total Ad Creatives	85 ad variations
Total Ad Spend	\$7,037 USD
Total Impressions	5,997,506
Total Clicks	144,326
Total Conversions	1,478
Overall CTR	2.41%
Overall Conversion Rate	1.02%

Top Performing Accounts

Best-in-class account performance with optimized cost per acquisition:

Account: DISTINCT WELLNESS (Primary)

- Ad Spend: ₦2,869,242 (~\$1,793 USD)
- Impressions: 1,706,238 | Clicks: 39,589 | CTR: 2.32%
- Conversions: 658 | CVR: 1.66%
- Cost Per Acquisition: ₦4,361 (~\$2.73 USD)**

Account: Distinct Hub Place

- Ad Spend: ₦928,391 (~\$580 USD)
- Impressions: 512,384 | Clicks: 9,023 | CTR: 1.76%
- Conversions: 238 | CVR: 2.63%
- **Cost Per Acquisition: ₦3,901 (~\$2.44 USD)**

Core Competencies

- TikTok Ads Manager: Campaign setup, optimization, and scaling across multiple ad accounts
- Direct-Response Marketing: Health supplements, e-commerce, pay-on-delivery funnels
- Creative Testing: A/B testing, ad creative iteration, UGC-style video ads
- Audience Targeting: Interest-based targeting, lookalike audiences, device optimization
- Budget Management: Multi-account spend allocation, CBO optimization, cost control
- Performance Analytics: Campaign reporting, conversion tracking, ROI analysis
- Emerging Markets Expertise: Nigerian market, Naira-based campaigns, local payment methods

Campaign Highlights

Best Performing Campaign: Traffic20260409114418

- Conversions: 211
- Click-Through Rate: 3.05%
- Conversion Rate: 1.18% (above portfolio average)

Tools & Technologies

- Platforms: TikTok Ads Manager, Meta Business Suite, Google Ads
- Analytics: TikTok Pixel, Google Analytics 4, Meta Pixel
- Reporting: Excel dashboards, custom React analytics tools, PowerPoint decks
- Creative Tools: Video editing, landing page builders (Netlify, HTML/CSS)

What I Bring to Your Business

I don't just run ads. I build performance engines. With 6+ years managing paid campaigns across TikTok, Meta, and Google, I specialize in scaling direct-response e-commerce brands profitably.

My approach combines rigorous creative testing, data-driven optimization, and relentless focus on cost per acquisition. Whether you need someone to launch your first TikTok campaign or scale an existing account to 6 figures monthly, I have the systems and experience to deliver.

Let's talk about how I can drive measurable growth for your business.

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