

Adebayo Toheeb

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I am a certified Shopify Specialist and Digital Marketing Expert with hands-on experience and a passion for helping eCommerce businesses grow. My journey in this field began in 2021, and since then, I have consistently honed my skills through diploma programs and accredited online courses from reputable institutions such as Google, Udemy, Shopify Academy, and Klaviyo Academy.

As an active member of the Ecommark Digital team, I've had the opportunity to collaborate on over 20 Shopify store projects, all of which have achieved remarkable success. These projects are proudly featured in my portfolio, showcasing a diverse range of design, development, and marketing solutions tailored to meet unique business goals.

I specialize in:

Shopify store setup and optimization

Conversion-focused design

Email marketing (Klaviyo)

SEO and paid ads strategies

Ongoing eCommerce growth support

Looking forward to connecting and sharing my work with the Behance Community. Let's build something amazing!

WORK EXPERIENCE**Redaspenlove.com**

One of my most rewarding collaborations, Red Aspen Love stands out as a prime example of how performance-driven strategies can lead to transformational growth in eCommerce.

This 8-month project was structured as a performance-based partnership, where my compensation was directly tied to the store's success. When I joined the team, monthly sales were under \$1,000—through targeted and strategic efforts, we scaled the brand's revenue 10x within that period.

My Role & Contributions:

SEO: Implemented on-page and off-page strategies to boost organic visibility and ranking.

Social Media Management: Created and executed consistent content plans and engagement strategies across key platforms.

Email & SMS Marketing: Developed automated campaigns via Klaviyo, improving retention and driving repeat purchases.

Site Optimization: Enhanced site speed, user experience, and conversion rate through Shopify best practices.

Virtual Assistance: Provided day-to-day support including customer service workflows, product uploads, and backend updates.

This project allowed me to wear multiple hats and directly contribute to tangible business results—from visibility to revenue growth. It's an achievement I'm proud to feature in my portfolio, reflecting both my versatility and commitment to delivering measurable impact.

2023 - 2024 |

Flexverona.com

From \$1K to 5-Figure Months — Performance-Driven Growth

One of my favorite projects to date came through FlexVerona—a performance-based collaboration that turned into a real success story.



Starting Point: Sales were under \$1,000/month.



End Result: We grew revenue by 10x in 8 months, with my compensation tied directly to performance.

My Role:

SEO: Boosted organic visibility through on-page tweaks, content strategy, and backlink building.

Social Media: Managed and scheduled content, drove engagement, and built community across key platforms.

Email & SMS: Built automated flows in Klaviyo to improve retention and repeat purchases.

Shopify Optimization: Improved load speed, mobile UX, and CRO using Shopify best practices.

Virtual Support: Handled customer workflows, product uploads, and day-to-day backend tasks.

This project gave me the chance to wear many hats—and more importantly, drive meaningful, measurable results. It's the kind of partnership I love: clear goals, full trust, and shared wins.

2024 - 2025 |

Nala.ro

Scaling a Wellness Brand with Soul: Nala.ro

Working with Nala.ro, a natural beauty and wellness brand, was more than a project—it was an opportunity to align strategy with story, and performance with purpose.

The Challenge:

Despite having a strong product line, the brand's digital presence wasn't fully translating into consistent growth. Organic reach was low, and customer retention had room to improve.

The Outcome:

In just a few months, we unlocked significant traction, doubling repeat purchases, increasing organic traffic, and improving site-wide conversion metrics.

My Contributions:

Holistic SEO: Crafted content around user intent and optimized product/category pages to improve search visibility.

Social Media Presence: Created emotionally resonant content calendars to strengthen brand identity and engagement.

Email & SMS Flows: Developed targeted Klaviyo automations—welcome sequences, cart recovery, product education, and seasonal promos.

Site Performance: Enhanced UX/UI and optimized Shopify elements for speed, clarity, and conversion.

Operational Backbone: Provided daily support for backend tasks, ensuring everything ran smoothly—from inventory updates to customer interactions.

What Made This Special?

It wasn't just about boosting metrics—it was about helping a brand that prioritizes wellness connect more deeply with its community. The result? Sustainable, soul-aligned growth.

March 2024 - 2025 |

Sudathi.com

Sudathi.com — From Storefront to Statement Brand

Working with Sudathi, a bold and culturally rooted fashion brand, was a powerful blend of style, storytelling, and smart digital execution.

The Situation:

Sudathi had a beautiful product line but struggled with visibility and digital performance. Sales were modest, traffic was mostly untapped, and brand voice wasn't fully leveraged online.

The Transformation:

Through focused, multi-channel strategies, we elevated Sudathi from a simple Shopify store to a recognizable, revenue-generating brand, increasing both reach and sales by a significant margin.

My Contributions:

Search Engine Optimization: Positioned key collections and products to rank organically, driving consistent, free traffic.

Social Presence: Built a brand-aligned aesthetic across platforms, boosting engagement and click-throughs.

Email & SMS Funnels: Set up lifecycle flows in Klaviyo—from warm welcomes to re-engagement campaigns, turning browsers into loyal buyers.

Conversion Optimization: Applied Shopify best practices to streamline navigation, reduce bounce rate, and improve checkout flow.

Ongoing Virtual Support: Managed daily operations, product updates, support workflows, and backend cleanup.

Why It Mattered:

This was more than just improving metrics—it was about amplifying a cultural voice, making Sudathi not just a brand people buy from, but one they remember.

September 2024 - 2025 |

www.legendlondon.co

Legend London — Fashion Meets Performance Marketing

Partnering with Legend London meant working at the intersection of style, speed, and scale. The brand already had a loyal following and a strong visual identity, but it was time to sharpen the backend and turn attention into accelerated growth.

Initial Landscape:

Strong product. Solid visuals. But gaps in retention, SEO, and digital automation were leaving money on the table.

What We Achieved:

With a performance-first approach, we boosted customer lifetime value, increased organic traffic, and streamlined conversions, driving measurable uplift across key metrics.

My Role & Deliverables:

SEO Refinement – Audited and optimized product and collection pages for search, targeting high-intent keywords and improving rankings.

Email & SMS Strategy – Built sleek, high-converting flows in Klaviyo: welcome, browse/cart abandonment, post-purchase, and VIP.

Conversion Rate Optimization – Optimized the Shopify storefront with speed, clarity, and mobile UX in mind.

Social Media Support – Created cross-platform content strategies to maintain brand tone and drive engagement.

Day-to-Day Ops – Supported with product uploads, tagging, inventory syncs, and backend maintenance.

Why It Worked:

Legend London didn't need a reinvention—they needed a partner who could fine-tune, elevate, and scale what was already working. That's exactly what we did.

2024 - 2025 |

Nala-japan.com

Nala Japan — Subtle Elegance, Scaled with Strategy**

Working with Nala Japan was an insightful experience in balancing simplicity with strategy. The brand had a strong aesthetic and a rich cultural story but needed digital enhancement to compete effectively in the beauty and wellness industry.

Starting Point:

Although the design language was already impressive, Nala's website struggled with visibility and conversion rates. Organic traffic was minimal, and there were no retention systems in place.

The Growth:

Through careful, data-driven decisions, we elevated the brand's digital presence, resulting in higher search rankings, increased engagement, and improved conversion rates—all while maintaining its minimalist appeal.

What I Contributed:

- **SEO for Subtle Brands:** I optimized the site structure, product metadata, and developed non-intrusive content to enhance discoverability.
- **Email & SMS Strategy:** I created thoughtful, brand-aligned Klaviyo flows that nurtured new customers and boosted repeat orders.
- **Conversion & UX Optimization:** I improved page speed, clarified user journeys, and simplified calls to action, all while honoring the brand's essence of quiet luxury.
- **Backend Support:** I provided virtual assistance for Shopify updates, product launches, and daily administrative tasks.

Why It Stands Out:

This initiative was not just about achieving digital growth; it focused on preserving Nala's calm and refined essence while establishing systems for sustainable success. It was a true fusion of aesthetics and analytics.

2023 - 2024 |

www.grizzlygymwear.com

Grizzly Gymwear — Strengthening the Brand Beyond the Gym**

Collaborating with Grizzly Gymwear was all about transforming raw energy into digital performance. The brand had a bold identity and a loyal niche audience, but its online presence needed improvement.

Where We Started:

Strong visuals and solid products, but slow sales, low organic traffic, and underutilized retention systems.

What Changed:

Through a strategic overhaul and improved channel synergy, we accelerated conversions, boosted retention, and enhanced site performance—turning Grizzly into a more efficient eCommerce powerhouse.

Key Areas of Impact:

- **SEO Revamp:** Redesigned product pages and content hierarchy to improve visibility for high-intent gymwear keywords.
- **Email & SMS Campaigns:** Set up automated flows in Klaviyo, including welcome series, cart recovery, post-purchase follow-ups, VIP notifications, and alerts for limited drops.
- **Shopify Optimization:** Enhanced mobile speed, streamlined navigation, and improved checkout user experience to increase conversions.
- **Social Content Support:** Developed content calendars and optimized messaging across Instagram and Facebook.
- **Daily Virtual Support:** Provided assistance with inventory updates, customer service workflows, and product launch operations.

Why It Mattered:

Grizzly already had the determination; I just helped it move faster, convert smarter, and grow stronger. The result? A brand designed for performance, both inside

October 2024 - 2025 |

www.shopaesbeauty.com

AES Beauty — Clean Skincare, Clear Strategy**

Working with AES Beauty was not just about increasing sales; it was about building trust in a brand where transparency, simplicity, and clean beauty are paramount.

🧴 The Starting Point:

The brand featured beautiful packaging and a loyal initial customer base but lacked the digital infrastructure needed for growth. Organic traffic was stagnant, customer retention was low, and the website wasn't converting at its full potential.

🌟 What We Achieved:

Through intentional, data-driven improvements, we helped AES Beauty enhance its organic reach, increase repeat purchases, and solidify its e-commerce foundation.

Key Contributions:

- **SEO Strategy:** Optimized product descriptions and metadata, aligned collections with search intent, and improved indexing for long-term organic growth.
- **Email & SMS Marketing:** Designed clean, brand-aligned Klaviyo flows, including welcome sequences, re-engagement campaigns, product education, and loyalty initiatives.
- **Shopify Site Optimization:** Enhanced load speed, refined mobile user experience, and fine-tuned the checkout process to improve conversion rates.
- **Backend & Customer Support:** Managed inventory updates, addressed customer inquiries, and handled routine administrative tasks with care and precision.

🌿 Why It Worked:

AES Beauty had the right values, and I implemented the right systems. Together, we transformed the brand's clean aesthetic into a scalable and efficient digital experience.

2023 - 2025 |

EDUCATION

Ecole Suprieure Des Technologie Et De Gestion

BSc in accounting

Graduated with a strong foundation in financial accounting, cost accounting, auditing, taxation, and corporate finance. Developed the ability to analyze financial data, prepare financial reports, and apply accounting standards in real-world scenarios.

August 2022 - February 2024 | Benin

LANGUAGES

English (Fluent)

Yoruba (Native)

French (Conversational)

AWARDS

Shopify Academy

Shopify Development Fundamentals

2022

Coursera

Google Digital Marketing & E-commerce Professional Certificate

2023

SKILLS

Email Campaign, Google Ads, Google My Business, Meta Ads, Pinterest Marketing, Shopify Development, Shopify Website Design, SMS Marketing Automation, Social Media Management, Tiktok Marketing, WEBSITE AEO, Website SEO

MY LIFE AS A FREELANCER

My Life as a Freelancer — Growth, Grit & Good Work

Freelancing isn't just a job title for me—it's a lifestyle, a commitment, and a quiet promise I made to myself: to grow on my own terms, build value with integrity, and keep learning while creating for others.

I didn't start freelancing with all the answers. I began with questions:

What happens when creativity meets consistency?

Can one focused person help a brand grow?

Can passion evolve into process, and intuition into results?

Years later, I'm still answering those questions. Through every project, deadline, and deep work session, I've seen freelancing for what it truly is—a journey of self-discipline, versatility, and measurable impact.

What Freelancing Has Taught Me

Adaptability Wins

One day, I'm optimizing a Shopify store. Next, I'm writing SEO copy, setting up Klaviyo flows, or designing promo banners. I've learned to wear multiple hats—not just to get by, but to stay sharp and relevant.

Results Matter

Clients don't pay for effort—they pay for outcomes. That's why I focus on metrics: traffic, conversion, retention. I don't just do the work—I make sure the work performs.

Relationships First

Every project is a partnership. I aim to communicate clearly, deliver consistently, and treat every brand like it's my own.

Discipline Is Freedom

Without an office or boss, I built my systems—routines that keep me productive and creative, even on off days.

Why I'm Still Here

Freelancing gives me the freedom to think and the tools to execute. I love helping brands grow, especially in fast-paced spaces like fashion, beauty, fitness, and e-commerce. There's nothing like seeing your ideas turn into real-world results.

 Freelancing gave me more than work—it gave me direction. And I'm just getting started.