

SOLOMON O. (OLANREWAJU OLUWATOBILOBA)

Senior eCommerce Growth Specialist | Shopify Expert | Email & Lifecycle Marketing |

SEO & CRO | AI Marketing Automation

thegmath@gmail.com • [Upwork Profile](#) • [LinkedIn](#) • Remote | Available Internationally

PROFESSIONAL SUMMARY

Senior eCommerce Growth and Marketing Specialist with 9+ years of hands-on experience driving measurable revenue growth for Shopify brands across global markets. Featured contributor at Fast Simon (Entail AI) and Coupler.io, two of the industry's most respected eCommerce platforms, with published editorial pieces on AI-driven search optimization, CRO strategy, and Shopify analytics. Holder of 50+ verified certifications including the full Google Ads suite and HubSpot suite. Expert in lifecycle email marketing, Klaviyo automation, SMS marketing, conversion funnel optimization, technical SEO, and AI-powered marketing infrastructure. Track record of increasing email-driven revenue from 9% to 22%, improving abandoned cart recovery by 38%, and consistently delivering store conversion rates of 7.5%–15.4%.

CORE COMPETENCIES

Shopify / Shopify Plus	Klaviyo Email Marketing	Lifecycle Automation	SMS Marketing	Conversion Rate Opt.	Technical SEO
AI Search Optimization	Meta & Google Ads	Funnel Optimization	HubSpot / ActiveCampaign	GA4 & GTM	CRM Strategy
Postscript SMS	DRIP / Mailchimp	Landing Page CRO	A/B Testing	Data Dashboards	Shopify Liquid

FEATURED PUBLICATIONS & INDUSTRY CONTRIBUTIONS

Published author and editorial contributor on two of the most authoritative eCommerce platforms - Fast Simon (Entail AI) and Coupler.io:

Fast Simon / Entail AI | eCommerce Wiki Editorial Contributor

Contributor Bio: fastsimon.com/a/editorial/team/solomon-olanrewaju

- [Why Basic Search Fails B2B eCommerce: Intro to Semantic Search Technology](#)
- [Semantic vs. Vector Search: How the Differences Matter for eCommerce](#)
- [Why AI-Driven Category Page Personalization Is a Must for eCommerce](#)
- [Modern Strategies to Increase Conversion Rate Beyond A/B Testing](#)

Coupler.io | Shopify Analytics Expert Contributor

• [How to Analyze Shopify Store Traffic - Coupler.io Blog](#)

Expert guide on connecting Shopify with GA4, GTM, and custom dashboards to build data-driven growth systems beyond native analytics.

PROFESSIONAL EXPERIENCE

Senior eCommerce Growth & Email Marketing Specialist | Independent **Freelance** 2015 – Present

Full-stack eCommerce growth consultant serving Shopify brands across health, food, apparel, supplements, sustainable fashion, and B2B. Engaged in end-to-end store development, lifecycle marketing, paid acquisition, and analytics architecture.

Core Deliverables:

- Designed and built multi-stage Klaviyo automation flows: Welcome, Abandoned Cart, Browse Abandonment, Post-Purchase, and Win-Back - increasing email-driven revenue contribution from 9% to 22% within 5 months
- Rebuilt abandoned cart revenue flows resulting in a 38% improvement in cart recovery rate
- Achieved store conversion rates consistently between 7.5% and 15.4% across niches
- Implemented Shopify + GA4 integrations, full eCommerce event tracking, and custom Looker Studio / Power BI dashboards, reducing client reporting time by 70%
- Configured AI crawlers (GPTBot, PerplexityBot, OAI-SearchBot) in Shopify robots.txt for GEO / AEO optimization across ChatGPT, Perplexity, and Google AI Overviews
- Developed advanced SMS marketing automations via Postscript and Attentive, segmented by lead source and customer interest
- Installed and optimized Fast Simon AI-powered search, improving on-site product discovery and add-to-cart rates
- Managed Meta Ads and Google Ads campaigns, set up Google Merchant Center product feeds, and built retargeting funnels

SELECTED CLIENT PROJECTS

3C Joppa Cattle Company | **Premium American Wagyu Beef – D2C Shopify** 2024

- Audited and optimized Postscript SMS automation flows
- Aligned SMS campaigns with DRIP email lifecycle flows
- Built segmented automations targeting Meta ad leads by interest: Taste, Price, Health, and Trust
- Managed lead-to-customer conversion funnel using a 10 lb beef sampler box landing page with promo strategy

Shokay (shokay.com) | **Sustainable Yak Wool Knitwear – Multi-Location Brand** 2024

- Developed full SEO and email marketing strategy for Shopify store targeting Europe (UK, Germany, Nordic)
- Built retention-focused lifecycle campaigns optimized for international market segments

Hirundo / Hirundo.ca | Canadian Market Expansion – Optics Brand

2024

- Built hirundo.ca Shopify store for Canadian market launch
- Contributed to parent brand hirundo-link.com strategy and infrastructure

PakaaFoil (pakafoil.com) | Shopify Optimization

2023 – 2024

- Delivered 130+ hours of Shopify CRO and performance optimization
- Improved product page structure, SEO, and site speed performance

Additional Portfolio Stores

Portfolio includes: talahicollections.com • sophisticatedscrubboutique.com • bigwifeguy.com • takeletloose.com

CERTIFICATIONS (50+ TOTAL)

✓ **Google Ads Search Certification** (Verified – Google)

✓ **Google Ads Display Certification** (Verified – Google)

✓ **Google Ads Video Certification** (Verified – Google)

✓ **Google Ads Apps Certification** (Verified – Google)

✓ **Google Ads Measurement Certification** (Verified – Google)

✓ **HubSpot Agency Partner Certification** (HubSpot)

✓ **HubSpot Inbound Marketing Certification** (HubSpot)

✓ **HubSpot Marketing Software Certification** (HubSpot)

✓ **HubSpot Contextual Marketing Certification** (HubSpot)

✓ **HubSpot Design Certification** (HubSpot)

Full list of 50+ certifications available on Upwork profile.

TECHNICAL STACK

eCommerce	Shopify, Shopify Plus, Shopify Liquid, Headless Shopify, Custom Theme Development (Dawn, Impulse, Turbo, Brooklyn, Debut + more)
Email / SMS	Klaviyo, Mailchimp, DRIP, ActiveCampaign, Postscript, Attentive, GetResponse
CRM & Automation	HubSpot, ActiveCampaign, Zipify, Custom Automation Workflows
Analytics & Data	Google Analytics 4 (GA4), Google Tag Manager, Coupler.io, Looker Studio, Power BI
Search & AI	Fast Simon AI Search, ChatGPT, AI Marketing Automation, GEO/AEO Optimization
Paid Advertising	Meta Ads, Google Ads, Bing Ads, Google Merchant Center (GMC)
Platforms	WordPress, Wix, Squarespace, Amazon Marketplace, TikTok Shop

SELECT CLIENT TESTIMONIALS (FROM UPWORK)

“Solomon is excellent to work with and very knowledgeable in his areas of expertise. We will certainly consider Solomon for future projects.”

— Business Email Setup Client, 2025

“Solomon was outstanding. He immediately understood the problems and resolved them. I highly recommend him.”

— Shopify Fixes Client, 2025

“Solomon is an exceptional freelancer who consistently delivers high-quality work. His professionalism, attention to detail, and dedication make him a valuable asset to any team.”

— Email Marketing Client (197 hrs), 2024

AVAILABILITY & WORK PREFERENCES

Full-Time
Remote Roles

Contract &
Freelance Projects

Consulting
Engagements

Open to
Contract-to-Hire

Response time: 0 - 4 hours | Available 30+ hrs/week | Flexible across time zones | Open to international roles

References available upon request