Opeyemi Michael Shodipo

Growth & Marketing | 4,000 to 40,000 Users in 12 Months | Fintech

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PROFILE

Growth marketer and Head of Marketing at MinieMoney, a Nigerian consumer fintech, where I helped take the app from **4,000 to 40,000 users in 12 months**. I find when and where customers respond, then build the campaigns, timing and tools around it, including **engagecl.com**, my own platform for push, WhatsApp, SMS and email. Seven years across fintech, consultancy and national programmes; a former data analyst, so every campaign is judged on numbers.

CORE COMPETENCIES

Acquisition (Meta & Google Ads)
Lifecycle, CRM & WhatsApp Journeys
Launches & Go-to-Market
Content & Short-form Video
Send-time & Behavioural Targeting
Multichannel: Push, WhatsApp, SMS, Email
Funnel & Conversion Analysis
SQL, Python, Looker Studio, Power BI

PROFESSIONAL EXPERIENCE

Head of Marketing (Marketing Lead)

MinieMoney
September 2026 - Present

- Helped grow MinieMoney from **4,000 to 40,000 users in 12 months (10×)** through targeted, well-timed messaging and the 3.0 launch.
- Own marketing and growth for savings, payments, bills, family accounts, card and the Wendy WhatsApp assistant, reporting results to the CEO.
- Led the **MinieMoney 3.0 launch** (1 October 2026) end to end: launch plan, timelines, 8+ video ads and a how-to film series per product.
- Run segment-led campaigns for teens, families and business customers across social, WhatsApp, SMS, email and in-app; supported onboarding of corporate clients in October 2026.
- Manage creators and partners: briefs, quality standards and reviews that turn what works into reusable playbooks.

Data / Financial Analyst & UX Analyst

MinieMoney
July 2025 - September 2026

- Found that users were active in consistent daily windows and moved email and push delivery into them (intelligent send-time), a key lever in the 10× growth.
- Analysed product and transaction data to find drop-off points and growth opportunities, and presented them as campaigns and product fixes.
- Part of the team that built MinieMoney's **anti-fraud system**, blocking multiple-account creation and false identities so growth stayed genuine.

Founder

engagecl.com
Independent venture

- Built **engagecl.com** after recurring delivery hiccups across separate tools: one platform for push, WhatsApp, SMS and email that tracks every customer's history.

Head, Data & Strategy (Administrative Lead)

Yahshud LTD
March 2024 - March 2025

- Improved operational workflow by **20%** through system and communication audits and corrective action plans.
- Supported data-backed performance and budget evaluations for consultancy clients (universities and private firms).
- Delivered reports and dashboards on time; part of the research team behind the RAIN investment app.

Marketing & Data Assistant (Admin & Reporting Support)

The Bulb Africa
2019 - 2024

- Supported performance reporting for public sector programmes, including Nigeria's national 3MTT initiative.
- Coordinated product, design and marketing teams to keep campaign deliverables on time and on brief.
- Created templates for stakeholder updates, client presentations and programme deliverables.

TECHNICAL SKILLS

Growth & Acquisition	Meta and Google Ads, segmentation, send-time optimisation, campaign testing, referral and onboarding journeys, launch planning
Messaging & CRM	Push, WhatsApp, SMS and email; customer tracking and lifecycle journeys (engagecl.com)
Analytics	SQL, Python, Excel, Power BI, Looker Studio, Google Analytics
Content & Creative	Short-form video ads, how-to films, AI video tools, brand guidelines
Soft Skills	Ownership, stakeholder management, clear communication, attention to detail, problem solving

CERTIFICATIONS

- CCNA: Introduction to Networks (Cisco Networking Academy, Sep 2026) · verify on Credly
- CCNA: Switching, Routing, and Wireless Essentials (Cisco Networking Academy, Sep 2026)
- CCNA: Enterprise Networking, Security, and Automation (Cisco Networking Academy, Oct 2026)
- CyberOps Associate (Cisco Networking Academy, Nov 2026)
- Data Analytics Certification
- Google Analytics Certified
- Google Ads Certified
- Meta Ads Certified

EDUCATION

MSc, Political Science (Public Administration)
University of Lagos
2026 | GPA: 4.2

BSc, Visual Communication
University of Nigeria
2021

BEd, Art Education
University of Nigeria
2021 | 3.9, Second Class Upper Honours

REFERENCES

Wande Adams
Managing Partner, The Bulb Africa

Abduljabbar Oyekan
Managing Director, Yahshud LTD

Gbolahan Faniran
CEO/Founder, MinieMoney Finance LTD