

CLINTON FELIX

clinton@clintonfelix.com - +2348164446165 - Ibadan, NG - clintonfelix.com

SUMMARY

I am a growth marketing manager with 5+ years experience working with DTC brands to scale through high-performance, data driven traffic and sales systems

EXPERIENCE

GrowthSide Inc [DTC Marketing Agency]

Growth Manager

Jul 2020 - August 2025 (Remote)

- Developed growth systems that scaled growth for 70+ DTC brands. Managed combined adspend of over \$3m+ across various performance channels (meta, google and tiktok ads)..
- Systemized in-agency paid ads framework (for research, ads setup, A/B testing and scaling phases) improving team efficiency by over 300%, critical in helping us scale 70+ brands 3x faster across various niches through multiple channels
- Grew a home improvement DTC brand from \$0K to \$1.5M ARR in 14 months through performance ads across Facebook and google ads and led to 7x ROAS in the same period.
- Identified and fixed friction in checkout responsible for abandoned carts across multiple brands, and implementing cart recovery email sequence that recovered 63% carts.
- Systematized in-agency creative testing process, to speed up hook, angle and offer testing flywheel leading to a 2x faster time to new winning creatives avoiding ad fatigue.
- Ensured 3-5x ROAS across all key campaigns with 35% monthly revenue and 20.7x LTV ROAS
- Built and deploying A.I automations for redundant marketing tasks, freeing up time for more strategic work.
- Streamlined paid acquisition to high-conversion geographies using omni-presence campaign strategy across multiple campaigns
- Developed and implemented Go-to-Market strategy for 25 startup brands using performance marketing channels across meta ads, Google ads and tiktok over the past 5 years

Xenotech Solutions [Primus Suites & Landest]

Growth Lead

Jul 2022 - Oct 2024 | (Remote)

- Led growth strategy and execution for two portfolio companies - A Banking SaaS, and a Real Estate investment Land Banking Startup, both portfolio products
- Owned go-to-market strategy to acquire and nurture corporate B2B decision makers while working with cross-functional teams across the two portfolio startups.
- Implemented lead generation system achieving 20% lead-to-customer conversion rate (1 in 5 leads converted to paying clients)

Afrimash [B2B Agribusiness]

Digital Marketer

Jan 2021 - Apr 2021 | (Remote)

Led company marketing efforts to implement a 4 months sales campaign for their 5th year anniversary, using meta Ads, by driving bulk purchases of best selling agro-product categories.

- Increased online sales by 64% and 35% for offline sales (vs. 15%/10% targets) using Meta ads, resulting in 17x ROAS from anniversary campaign alone via Meta Ads

SKILLS

- Paid Ads: Meta ads, Google ads, YouTube ads, X ads), Semrush, Sales Funnel Design, A/B Growth Experimentation, Email Marketing, Direct Response Copywriting, Conversion Rate Optimization, Funnel Optimization
- Data Analysis & Visualization: SQL, Google Analytics, Google Looker, Branch.io, Customer.io
- A.I Automations: GPTs, n8n, Make, Zapier, GCP parallel protocols
- Visual Design: HTML/CSS & Canva
- Platforms: WordPress, Shopify, No-Code Tools, Customer Attribution Platforms

EDUCATION

University of Ibadan

Ibadan, NG

B.Sc Pure & Applied Chemistry

2014 - 2018

Tekedia Institute |

Boston, US

m-MBA Business Administration

June 2023 - Nov 2023