

George Azih

Performance Marketing Specialist

contact@georgeazih.com | +234 915 707 6897 | linkedin.com/in/george241

► Portfolio: georgeazih.com

49 ACCOUNTS MANAGED	\$700K+ AD SPEND MANAGED	\$772 BEST COST PER SALE	20+ US STATES + CANADA
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PROFESSIONAL SUMMARY

Performance marketing specialist with a track record of building and managing scalable acquisition systems for solar companies across the US, UK, and Canada. Over 18 months, I have managed 49 client accounts with \$700K+ in ad spend, consistently delivering customer acquisition costs 80-87% below the industry average of \$5,880. I build full-funnel systems covering Meta Ads, Google Ads, CRM automation (GoHighLevel), landing page strategy, and AI-powered lead qualification. Prior experience spans SEO, email marketing, LinkedIn outreach, and B2B lead generation.

EXPERIENCE

Lead Generation and Media Buying Specialist

March 2025 - Present

Get Green Leads

Solar Lead Generation Agency | US, UK, Canada

- Managed 49 client accounts across 20+ US states and 2 Canadian provinces, overseeing \$700K+ in total ad spend for residential and commercial solar companies.
- Built and managed dual-channel acquisition systems (Meta lead forms + landing pages), achieving a best-in-portfolio 52% lead-to-appointment rate, over 4x the industry average of 8-12%.
- Delivered customer acquisition costs of \$772 to \$1,203 per closed deal, consistently 80-87% below the industry benchmark of \$5,880 (Wood Mackenzie, 2026).
- Achieved 9.2x return on ad spend for a residential solar installer in Arizona over 5 months, with the client scaling budget from \$2,500 to \$5,500/month based on performance.
- Built complete CRM infrastructure in GoHighLevel: pipeline management, automation workflows, retargeting sequences, appointment booking systems, and AI-powered lead qualification bots.
- Directed landing page strategy and positioning for each market, with localized messaging targeting specific utility pain points (Ameren, Appalachian Power, APS, SRP).
- Managed campaign diversification across TPO, PPA, battery storage, and solar calculator campaigns based on state-level incentive structures and policy changes.

Lead Generation Specialist

March 2024 - March 2025

Pedicel Marketing

B2B Marketing Agency

- Led email marketing campaigns using Apollo, Brevo, and SendPulse, improving lead pipeline and engagement across fintech, healthcare, and agribusiness verticals.
- Designed LinkedIn outreach strategies that increased booked meetings by 60%.
- Conducted marketing audits that identified strategic gaps and led to the onboarding of 3 new agency partners.
- Managed client relationships with regular performance reporting and strategic recommendations.

SEO and PPC Specialist

September 2023 - March 2024

Pedicel Marketing

B2B Marketing Agency

- Developed SEO and PPC strategies across search engines and social platforms, optimising for traffic quality and conversions.
- Managed Meta and Twitter ad campaigns with keyword research, competitor analysis, and content production.
- Optimised Google My Business profiles to improve local search presence and customer engagement.

Digital Marketing Assistant

January 2023 - September 2023

SalesRuby

Sales and Marketing Agency

- Generated B2B leads for sales conferences using Apollo, resulting in a 60% increase in attendance.
- Led social media campaigns using platform-specific strategies to increase brand visibility and engagement.
- Collaborated with Learning and Development team to design marketing content and deliver training sessions.
- Operated independently across multiple accounts and deliverables, developing client management skills.

KEY ACHIEVEMENTS

- \$772 cost per customer acquisition vs. \$5,880 industry average (87% reduction)
- 52% lead-to-appointment rate in West Virginia, over 4x the 8-12% industry average
- 9.2x return on ad spend for Arizona solar + battery campaign in 5 months
- 24 closed deals and \$169K+ in revenue for Illinois solar installer from \$22.9K ad spend
- Client voluntarily scaled budget from \$2,500 to \$5,500/month based on campaign performance
- Built and managed 49 accounts across 20+ states without external support

TOOLS AND TECH STACK

Meta Ads Manager	Google Ads	GoHighLevel	Perspective Funnels	AppointWise
ClickFunnels	Google Tag Manager	Conversions API	Google Analytics	Canva
Apollo	Brevo	SendPulse	Notion	Zapier

CERTIFICATIONS

- Google Ads Search Certification
- Google Analytics Certification
- Google Digital Marketing and E-commerce Certification
- HubSpot Content Marketing Certification
- SEO Fundamentals Course (Greg Gifford)

EDUCATION

Bachelor of Engineering, Mechanical Engineering

2017 - 2022

Madonna University