# oyiza musa

**Software Engineer | Media Buyer | Product & Operations**

Building products, systems and businesses across technology, media, trade and operations.

- Open to work: full time, remote and contract

Lagos, Nigeria
hello@oyizamusa.com
oyizamusa.com

## PROFESSIONAL PROFILE

Software engineer and paid media professional with hands on experience building digital businesses, running paid acquisition, managing websites and turning business ideas into practical systems. I bring together media buying, software development, AI tools, product sourcing and business operations, so I can take a goal from plan to working result and keep improving it with data. I communicate clearly, document my work and take ownership from start to finish.

> **Open to work now.** Available for full time, remote, contract and consulting roles in software engineering, media buying, product and operations. Based in Lagos, Nigeria, and comfortable working across time zones.

## PROFESSIONAL EXPERIENCE

### Chief Operating Officer | TriSpark Hosting

2023 to Present · Lagos

- Oversee day to day business operations and turn business priorities into organised workflows, systems and execution.
- Coordinate operational activities, documentation, reporting and process improvements across the business.
- Apply systems thinking to improve the way work is structured, tracked and executed.

### Media Buyer & Blog Management | Afrocode Media & Technologies Ltd

March 2024 to Present · Lagos

- Plan, manage and optimise paid media campaigns across Meta, Google and other digital advertising channels.
- Manage blog and website publishing workflows, including content operations, updates and site maintenance.
- Use campaign data, audience research, creative testing and conversion tracking to guide optimisation.

### Senior Media Buyer & Blog Management | TriSpark Academy

March 2024 to September 2026 · Lagos

- Managed paid traffic and campaign operations while supporting blog and website management for the academy.
- Handled campaign planning, audience research, creative testing, budget allocation and optimisation.

### Technical Management | ECO Auto Recovery & Transport

Project experience

- Provided technical management for the development of the platform of a UK registered vehicle recovery and transport company (formerly Towtier).
- Worked across product workflows, technical requirements, integrations and operational systems for booking, dispatch, payments and tracking.

### Independent Sourcing & Procurement | Freelance and E-commerce Support

Ongoing

- Source products and suppliers for e-commerce sellers, Shopify businesses and retailers across Alibaba, 1688 and Taobao.
- Coordinate pricing research, Alipay payments, supplier communication, shipping and delivery to the destination market.

**Founder, Digital Publisher & Media Buyer** | Independent Digital Properties — Ongoing

- Built and managed content websites supported by self managed paid traffic and digital publishing operations.
- Grew an independent website business to about $10,000 in monthly revenue through paid acquisition and monetisation.
- Built landing pages, tracking tools and reporting dashboards with AI assisted development.

## VOLUNTEER TEACHING & MENTORSHIP

**Teacher & Mentor** | OMI Product Commercialization Programme, First Featured Cohort — July 2026 to September 2026

- Taught and mentored participants from Nigeria and Ghana through a three month Product Commercialization programme.
- Helped participants turn ideas into products they can sell, covering product research, sourcing, positioning and market entry.
- Certificates of completion issued to participants in September 2026.

## SELECTED PROJECTS

**ECO Auto Recovery & Transport**
A booking and payment platform for UK vehicle recovery: itemised quotes, vetted drivers, live tracking and payment on completion. ecoautorecovery.com

**Trispark Hosting**
A technology business providing web hosting, domains and related digital services, which I help operate, manage and grow.

## PUBLICATIONS

**The OMI Founding Charter**
Founding the Profession of Product Commercialization. First Edition, Oyiza Musa Institute.

**OMI Institutional Prospectus**
The Institute, its learning philosophy, the Commercialization Loop, curriculum and certification.

## CORE COMPETENCIES

**Media Buying**
Meta, Google, YouTube, TikTok, Snapchat, Taboola and Pinterest Ads; campaign strategy, testing, optimisation and scaling.

**AI & Automation**
AI assisted development, AI image and video creation, workflow automation, dashboards and tracking tools.

**Product Commercialization**
Product research, sourcing, supplier discovery, procurement, China sourcing, logistics, market entry and go to market.

**Software Engineering**
HTML, CSS, JavaScript, TypeScript, React, Next.js, Tailwind CSS, PHP, Laravel, Python, REST APIs, PostgreSQL, Git.

**Business Strategy, Structure & Systems**
Process and workflow design, SOPs and documentation, operational structure and systems thinking.

**Teaching & Learning Design**
Programme design, mentorship and practical courses in AI Creative Production, Vibe Coding and Media Buying.

## SERVICES

Media Buying · Product Commercialization · Business Strategy, Structure & Systems · Website & Digital Product Development · Consulting & Systems Strategy

## EDUCATION

**B.Sc. Ed. Computer Science** | Bachelor of Science in Education — 2026 · Lagos, Nigeria

## TOOLS & TECHNOLOGY

Meta Ads Manager · Google Ads · YouTube Ads · TikTok Ads · Snapchat Ads · Taboola · Pinterest Ads · GA4 · Google Tag Manager · WordPress · React · Next.js · Tailwind CSS · PHP/Laravel · Python · PostgreSQL · Git/GitHub · VS Code · Antigravity · ChatGPT · Claude

## CONTACT

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