PORTFOLIO

Tolulope Vian

AI Prompt Engineer | Copywriter | Executive Assistant | Project Manager

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"I don't just create content. I build intelligent systems that create, automate, and scale."

EXPERIENCE	RATING	INDUSTRIES
3+ Years	**Top Rated**	**4 Sectors**
Cross-industry	Upwork Freelancer	Forex · RE · IT · eComm

ABOUT

Psychology. Systems. AI.

I started with people — studying human behaviour at the University of Ibadan, learning how decisions get made, what drives action, and why most communication fails. Then I took that understanding and pointed it at something most people were still afraid of: AI.

Three years, four industries, and one TechCrush AI Prompt Engineering programme later, I operate at the intersection of strategy, automation, and execution. Forex. Real Estate. IT. E-commerce. Every sector taught me something different about what businesses actually need versus what they think they need.

I am a Top Rated Freelancer on Upwork. I hold a PMP, Agile, and Google Digital Marketing certification. I am currently completing AI Automation. And I build things that work long after the conversation ends.

3+	Top Rated	PMP + Agile	4
Years Experience	Upwork Status	Certifications	Industries

Certifications

PMP — Project Management Professional	Active
Agile Practitioner	Active
TechCrush AI Prompt Engineering Graduate	Active
ACTD — American Council of Training & Development (AI Prompt Engineering)	Active
Google Digital Marketing & E-commerce	Active
AI Automation	In Progress

SERVICES

What I Build. What I Deliver.

AI Prompt Engineering & Automation — From $500

Custom GPT systems, automated content pipelines, n8n workflows, and AI tools that replace repetitive tasks. I build the system once and it works indefinitely.

- Custom AI prompt systems
- n8n & automation workflows
- Content generation pipelines
- AI tool integration

Copywriting & Content Strategy — From $300

Sales copy, campaign scripts, brand voice development, and content systems that convert. Words engineered for a specific outcome — not just to fill space.

- Sales pages & email sequences
- Campaign scripts & video copy
- Brand voice development
- Content calendars & strategy

Executive Assistance & Operations — From $800/month

Remote EA support that combines operational thinking with AI-powered efficiency. Calendar management, inbox zero, research, SOPs, and project coordination.

- Calendar & inbox management
- Research & documentation
- SOP development
- Project coordination

Project Management — From $600/project

End-to-end project delivery using PMP and Agile frameworks. Stakeholder management, risk planning, KPI tracking, and full execution oversight.

- Project planning & kickoff
- Stakeholder management
- Risk register & mitigation
- KPI tracking & reporting

CROWN JEWEL CASE STUDY

Skill Up Naija

Where Skills Meet Opportunity

CLIENT	AGENCY	DURATION	BUDGET
Federal Ministry of Youth Development	**BoundlessBlaze**	**12 Weeks**	**~$123,000 USD**

THE BRIEF

A national challenge. A team that answered it.

Nigeria has one of the youngest populations on earth and one of the highest youth unemployment rates. The Federal Ministry of Youth Development needed a campaign that did more than raise awareness — it needed to create a movement. One that reached young Nigerians where they actually live, made them believe a skill was within reach, and converted that belief into action.

The brief landed at BoundlessBlaze. A team of five tackled it from the ground up. My contribution spanned strategy, creative direction, copywriting, and execution planning across multiple workstreams at capstone level.

Campaign	Skill Up Naija — Empowering the Youths, One Skill at a Time
Slogan	Where Skills Meet Opportunity
Portal	gigs.niya.gov.ng
Budget	NGN 190,577,200 (~$123,000 USD)
Hashtags	#SkillUpNaija #FutureReadyYouth #EarnWithSkills #BoundlessBlaze

THE CHALLENGE

Most campaigns talk. This one had to move people.

The real problem was trust and activation — getting young Nigerians who have heard empty government promises before to believe this one was different, sign up on a government portal, and follow through to skill acquisition.

The campaign had to work across multiple tiers simultaneously: mass awareness through TV and OOH, community engagement through grassroots and influencer activation, digital conversion

through targeted social, and institutional credibility through government alignment. Our team had to solve all of it at once.

SKILL UP NAIJA — CONTINUED

The Strategy: Five Tiers. One Direction.

01 Awareness	1M+ Nigerians reached via TV, radio, and out-of-home across six geopolitical zones.
02 Engagement	100,000 directly engaged through social content, influencer activations, and community events.
03 Registration	Funnel architecture driving sign-ups to gigs.niya.gov.ng. Every touchpoint had one CTA.
04 Skill Acquisition	50,000 trained through partner institutions. Not enrolled — trained. The distinction mattered.
05 Income Generation	10,000 placed into employment or income generating activity within the campaign window.
06 Risk & Governance	Full risk register, SWOT analysis, and government alignment section for ministry sign-off.

The Execution: Six Phases. Zero Gaps.

Phase 1	**Foundations (Wks 1–2)**	Brand locked. Assets produced. Media confirmed. Portal live. Ministry stakeholders briefed.
Phase 2	**Awareness Launch (Wks 3–4)**	National TV and radio live. OOH deployed across six zones. Social content and influencer content activated.
Phase 3	**Community Activation (Wks 5–7)**	Youth summits, campus activations, market outreach. 100,000 direct engagement target window.
Phase 4	**Digital Conversion (Wks 6–9)**	Retargeting on Meta, TikTok, YouTube. SMS and WhatsApp follow-up sequences. Portal surge campaigns.
Phase 5	**Skill Delivery (Wks 7–11)**	Partner institutions live. Digital and in-person cohorts running. 50,000 training completions tracked.
Phase 6	**Placement & Results (Wk 12)**	Industry matching for graduates. Job fairs. 10,000 placements target confirmed.

THE NUMBERS

This is what scale looks like.

1M+	100K	50K	10K
Nigerians Reached	Directly Engaged	Youth Trained	Youth Placed

$123,000 USD

NGN 190,577,200 | Total Campaign Budget Fully itemised across all six phases

SKILL UP NAIJA — CREATIVE ASSETS

Every Format. Every Platform.

The campaign visual system was designed to work at every scale — from a 48x48 social thumbnail to a roadside billboard. AI generated mockups showed exactly how the brand would live in the real world before a single naira was spent on production.

1. PHONE MOCKUP



Phone Mockup — Instagram



Banner Mockup — Outdoor Fence

3. BUS STOP MOCKUP



Bus Stop Mockup — Lagos

19

4. BILLBOARD MOCKUP



Billboard Mockup — Lagos Street

5. INSTAGRAM AWARENESS POSTER



Instagram Awareness Poster

26

6. X (TWITTER) AWARENESS POSTER



X (Twitter) Awareness Poster

33

7. FACEBOOK AWARENESS POSTER



Facebook Awareness Poster

8. LINKDILN AWARENESS POSTER



LinkedIn Awareness Poster

SKILL UP NAIJA — DELIVERABLES & RESULT

Agency Level. Every Single Piece.

This was not a student project dressed up to look professional. A five-plus person team built every deliverable to agency standard. My contribution spanned strategy, copy, creative direction, and execution planning.

- ✓ 26 page professional proposal document — fully referenced and formatted
- ✓ 19 slide presentation deck — designed and delivered to the capstone panel
- ✓ BoundlessBlaze Agency brand video — produced for campaign launch
- ✓ AI generated campaign visual mockups across 6 formats and platforms
- ✓ Five tier KPI matrix — from Awareness to Income Generation
- ✓ Six phase execution plan with decision gate structure
- ✓ Full risk register with mitigation protocols for each identified risk
- ✓ SWOT analysis and government alignment section for ministry sign-off

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THE RESULT

Professional Agency Level. Those Were Their Words.

The capstone panel did not grade this like a student submission. They reviewed it as if it had landed on a real client's desk. The commendation belonged to the whole team.

More than the commendation, this project proved something: when a team combines strategic thinking, creative execution, AI tools, and a relentless standard, you do not produce student work. Contributing across strategy, copy, and creative execution sharpened every skill I bring to clients today.

> ***"Professional agency level work."***
>
> TechCrush Capstone Panel
> Official Commendation

#SkillUpNaija #FutureReadyYouth #EarnWithSkills #BoundlessBlaze

CASE STUDIES

Selected Work. Real Results.

AI LinkedIn Content Generator AI Prompt Engineering	Built a GPT system that generates 30 days of LinkedIn content from a single brief. The client went from posting twice a month to daily — without adding headcount.	***10x content output for a B2B SaaS client.***
AI Email Sequence Builder AI Automation	Engineered a prompt system that produces fully personalised 7-email nurture sequences from a product brief and ICP profile. Deployed for three clients across different industries.	***40% open rate on cold outreach sequence.***
Lead Capture Automation (n8n) AI Automation	Built an n8n workflow connecting a lead form to CRM entry, Slack notification, automated email follow-up, and a weekly digest report. Removed 6 hours of manual admin per week.	***Zero manual lead processing for a real estate client.***
The Script That Got 5 Million Views Copywriting	Wrote the script for a short-form video that went viral on TikTok and Instagram. Built on a storytelling structure designed to stop the scroll in the first three seconds.	***5M+ views. One video. One script.***
Think Transformation Operations Overhaul Project Management	Led a full operational restructure for a consulting firm. Introduced Agile sprint cycles, built a project tracking system, and rewrote the client onboarding process from scratch.	***35% reduction in project delivery time.***
ADC Ife Central Political Campaign Copywriting & Strategy	Managed a 30-day integrated political campaign for ADC Ife Central including speeches, social media content, community messaging, and press materials.	***30-day campaign. Grassroots to digital.***
Mount Blue Website Migration Project Management	Managed a full website migration for a hospitality client. Coordinated developers, designers, and stakeholders across three time zones with a two-week delivery window.	***Zero downtime. On time. Under budget.***

The Product Script That Sold Through Comedy Copywriting	Wrote a product demo script that used comedy and social proof to drive purchases. The brand had never used humour before. It became their best performing piece of content.	***Highest converting video in the brand's history.***

TESTIMONIALS

What Clients Say.

"Tolulope delivered beyond what we asked for. The automation system he built saved us hours every single week. He thinks like a strategist, not just an assistant."	**Client via Upwork** E-commerce Founder
"The copy he wrote for our launch campaign performed better than anything we had run before. He understood our audience before we had finished explaining it."	**Client via Upwork** SaaS Startup CEO
"Professional, reliable, and genuinely invested in the outcome. He managed our project like it was his own business on the line. Would hire again without hesitation."	**Client via Upwork** Real Estate Developer
"Tolu's AI prompt work was impressive. The system he created for our content team reduced our production time by 70% in the first week."	**TechCrush Cohort Review** Programme Evaluation
"He brought strategic thinking into every decision. Not just execution — he would flag things we had not considered and always had a recommendation ready."	**Client via Upwork** Operations Director
"The campaign proposal he presented at capstone was professional agency level work. Structure, creativity, and execution plan all at a very high standard."	**TechCrush Capstone Panel** Official Commendation

CONTACT

Ready to Build Something?

If you need a strategist who brings intelligence, systems thinking, and execution discipline to every brief — you are in the right place.

Investment

Service	Starting From	Engagement Type
AI Prompt Engineering & Automation	$500	Project
Copywriting & Content Strategy	$300	Project
Executive Assistance & Operations	$800/month	Retainer
Project Management	$600	Per Project

Currently Available

Open to new projects and retainer engagements.

Platform

Upwork — Top Rated | @Tolulope_Vian

Email

Available on request

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