

Allen Horsfall

Business Operations Specialist

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Business operations professional with experience across internal systems, analytics, client campaigns, reporting, and team enablement. At BellaNaija, I support commercial, editorial, HR, and technical workflows by building practical tools, dashboards, documentation, and reports that improve visibility and execution. I bring a Computer Science background, strong client-facing experience, and a clear approach to solving cross-functional problems.

Work experience

BellaNaija (Bella Online Media) | Senior Insights and Technology Associate *Lagos, Nigeria | 01.2025 - Current*

- Own product operations, analytics, and reporting infrastructure across internal tools and performance reporting for editorial, partnerships, and sales teams.
- Led end-to-end Zoho CRM implementation, including requirements scoping, pipeline design, workflow automation, user training, and rollout, achieving full team adoption within four weeks
- Built and maintained analytics dashboards using GA4, Looker Studio, and Meta Business Suite across three high-traffic platforms, reducing manual reporting time by approximately 60%.
- Designed and built an embeddable HTML campaign report system with live Instagram post previews, KPI summary cards, and shareable client-facing URLs, replacing static spreadsheet delivery and improving how results are presented to partners.
- Developed an internal Google Apps Script analytics dashboard that pulls WordPress Features content and matches it against GA4 metrics, including trend charts, zero-view alerts, evergreen content flags, search, pagination, and CSV export.
- Led Zoho People rollout for the HR function, covering platform evaluation, subscription procurement, configuration, and phased adoption planning for approximately 30 staff.
- Rolled out Zoho People for the HR function, managing evaluation, subscription procurement, configuration, staff onboarding, and adoption support for approximately 30 team members.
- Implemented Zoho Learn as an internal learning and knowledge platform, structuring manuals, training content, user access, and rollout options within the wider Zoho ecosystem.
- Conducted a GEO (Generative Engine Optimization) audit testing BellaNaija's brand visibility and citation quality across ChatGPT, Claude, Gemini, and Perplexity, establishing a repeatable monthly tracking framework.
- Contributed data-backed insights and reporting to strategic partnership decks for major campaigns and partners, including the Gates Foundation, eHealth Africa, Seven-Up Bottling Company, CANEX, Amstel Malta, PZ Cussons, Mikano Motors, Nestlé, and more.
- Authored internal guides, onboarding materials, and process documentation that improved team-wide adoption of tools.
- Acted as the cross-functional connector between editorial, commercial, HR, and technical teams.

BellaNaija (Bella Online Media) | Ads Sales and Client Service Associate *Lagos, Nigeria | 11.2022 - 12.2024*

- Managed advertising client pipelines across short-, medium-, and long-term campaign opportunities.
- Coordinated campaign delivery from briefing and invoicing to execution, performance monitoring, and final reporting.
- Built Google Sheets tracking systems to improve visibility across active campaigns, deliverables, balances, payments, and reporting timelines.
- Produced post-campaign reports combining performance data, content insights, screenshots, and recommendations for clients and internal teams.
- Converted informal client service and campaign workflows into clearer documentation for onboarding and operational consistency.

Education

Bangor University | Bachelor's Degree

Bangor, United Kingdom | 08.2013 - 07.2018

Relevant coursework: Data Analysis, Software Engineering, Algorithms, Artificial Intelligence

Projects

#HerMoneyHerPower Campaign M&E (BellaNaija x The She Tank | Jul to Dec 2024):

- Led monitoring and evaluation for a women's economic empowerment campaign that generated 1.1B social media impressions and 4M total engagements.
- Structured measurement using a pre and post-campaign polling framework aligned with NOIPolls methodology.
- Monitored hashtag performance using Keyhole, managed a data gap caused by a platform payment issue, and briefed internal stakeholders on recovery options and cost implications.
- Tracked the challenge activation, verified participant entries and content, and analyzed 6,000+ survey responses. Produced post-campaign reports for internal leadership and funder presentations.

#StopHPVForHer Campaign Reporting (BellaNaija | Oct to Nov 2025):

- Managed campaign reporting and social listening for an HPV prevention awareness campaign that achieved 39.8M unique social media reach and 1.4M hashtag engagements.
- Used Brand24 and Mentionlytics to monitor performance across platforms, verified live content and links, flagged reporting gaps, and produced final campaign documentation for internal review.

Progressive Cultural Media Research (KA Robinson Holdings / Georgia Alliance | May to Jun 2024):

- Designed a scoring framework to evaluate 50+ media platforms for cultural resonance and audience influence within Black communities.
- Developed three audience personas informing platform selection and content strategy.
- Produced tiered investment scenario analyses across four budget levels (\$5M to \$20M) and delivered a strategic pitch deck guiding senior acquisition decisions.

Hard skills

GA4 | Looker Studio | SQL | Excel | Tableau | JavaScript | HTML / CSS | Google Apps Script | Next.js | WordPress | Zoho CRM | Zoho People | Meta Business Suite | Keyhole | Brand24 | Notion | Figma | Jira | Asana | Slack | Google Workspace

Soft skills

Cross-functional coordination | Stakeholder communication | Analytical thinking | Problem solving | Research and synthesis | Adaptability | Independent delivery | Critical thinking

Certifications and Training

○ **Google Data Analytics Professional Certificate**

Google | 2022

○ **McKinsey Forward Program**

McKinsey and Company | 2025