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Summary

I am web designer with 5+ years of experience helping clients design and develop their ideas from start to finish. I am CMS expert with specialty on WordPress and Shopify. I can literally spend long hours every day on those platforms. I build websites that are fast, secure, and easy to manage. I believe a website should create an emotional connection when a user sees it and I always work to the best of my abilities to take care of that connection.

A team player with excellent communication skills, hardworking, result-driven, detail-oriented and dedicated.

Skills

- WordPress Template Web Design (including Woo Themes, Elegant Themes, Genesis Framework, X Theme, Avada Theme, Enfold Theme, Kallyas, Thrive, Divi, Impreza, The7, Thrive, Bridge, Jupiter, Newspaper, Flatsome, Salient, Kalium, etc.)
- WordPress 5.0+, Gutenberg, Elementor, Visual composer, Fusion builder, Beaver builder, or any page builder plugin.
- WordPress Install, Setup and Upgrade.
- WordPress migration like Wix to WP, Shopify to WP, WP to Shopify, etc.
- WordPress Security and Monitoring.
- WordPress E-commerce Site with WooCommerce integration.
- WordPress load time/speed optimization and WordPress SSL/https activation
- WordPress Bug Fixes and restoring hacked websites.
- WordPress website and server hosting migration for hosting providers like Godaddy, Bluehost, Hostgator, 1&1, NameCheap, Hostinger, and Siteground, Digital Ocean, Cloudway, etc.
- Excellent digital marketing skills with specialty in Content Marketing, SMM & SEM.
- Excellent in the use of Google Analytics, Alexa and other digital marketing tools
- Excellent in the use of Google Search Console (Webmaster tool) and Search Engine Optimization (SEO)
- Good understanding of Pay-Per-Click (PPC) advertising, Search Engine Marketing, and Social Media Marketing
- Excellent Email Marketing skills with Mailchimp, SendPulse, Kajabi, ActiveCampaign, Zoho, etc.
- Good with Graphics/Design tools like Adobe Photoshop, Illustrator, Canva, and Figma

Education

B.Sc. (ED) Human Kinetics

University of Benin – Edo State, Nigeria

October 2011 – October 2015

Certifications

Certificate in Content Management System, HTML, CSS, JS & PHP Pan African Institute – Port Harcourt, Nigeria Completed: 2016 - 2017	Digital Marketing Google Digital Skills for Africa Completed: 2019
Social Media Certified HubSpot Academy Completed: 2019	Facebook Certified Digital Marketing Associate Facebook Completed: 2020
Certified SEO Manager Blue Array SEO, UK Completed: 2020	Facebook Certified Creative Strategy Professional Facebook Completed: 2020
Facebook Certified Media Buying Professional Facebook Completed: 2020	UI/UX Course on Figma Udemy Completed: 2020

Work History

Digital Marketing Associate

Descasio Limited (www.descasio.com) – Lagos, Nigeria.

Oct 2017 – Aug 2020

We're a leading Nigerian cloud solutions provider and technical support services provider, helping SMB's, enterprise, and public sector organizations make the best use of digital technology. We are Microsoft Gold Partners and partners with Google, AWS, Barracuda, IBM, & Checkpoint.

- Build and implement viable digital marketing strategies for the company.
- Manage organization's social media platforms, scope and implement new social channels for the organization, and regularly develop and post content.
- Utilize the various online tools to promote the company's online image and brand.
- Develop and implement an email marketing strategy.
- Designed and Managing the website for optimal performance.
- Write content for blog and website, and optimize for SEO, readability, accuracy, and user experience best practices.
- Coordinate with outside firms to fully integrate digital media campaigns and digital advertising across all
- Tracking and reporting on performance daily, weekly and monthly, as needed.
- Design and produce creative for websites, web pages, email campaigns, social media graphics, digital banner creative, etc.
- Creation of email marketing templates and campaigns in MailChimp, our email marketing platform
- Proposing of campaigns & strategies across digital channels & for email marketing
- Redesigned existing website to improve user experience and incorporated SEO techniques thereby increasing daily traffic.
- Perform other design assignments and support duties as assigned
- Develop content for social media & email marketing calendars for the company.

WordPress Developer/Digital Marketing Manager

Easy Media Nigeria (www.easymedia.com.ng) – Lagos, Nigeria

Nov. 2014 – Till Date

At Easy Media Nigeria, we offer a wide range of Digital Marketing & Web Development Services. Our services include web design, web development, graphics design, Social media marketing, SEO & more.

- Meeting with clients to discuss website design and function.
- Designing and managing the website back-end including database and server integration.
- Designing and building the website front-end and the website architecture.
- Ensuring high-performance and availability, and managing all technical aspects of the CMS
- Helping formulate an effective, responsive design and turning it into a working theme and plugin.
- Advised companies and website owners on Pay-Per-Click (PPC) advertising, search engine marketing, social media marketing and search engine optimization.
- Trained people on Digital marketing and Web designing.
- Worked with clients from around the world, developing websites that include ecommerce, portfolio, blog and multilingual functionalities.
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain social media presence for companies.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies for companies.
- Plan, execute and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize the user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints

Freelance WordPress Developer/Webmaster

Jun 2019 – Till Date

Kai Collective (www.kaicollective.com) – London, UK

Kai Collective is a London-based women's wear brand of attainable clothing with luxury aesthetics founded by fashion and travel blogger, Fisayo Longe.

- Develop, maintain, and keep websites up to date; optimize for user experience, increased traffic and conversion, and clearly communicate the right messaging of our company, brands and product.
- Ensure the web servers, hardware and software are operating accurately.
- Making sure the scripts, plugins, and themes
- Serve as the server administrator, configure web servers, troubleshoot web-based and hosting issues.
- Regulate and manage access rights of different users on website.
- Create and modify appearance and setting of the website.
- Lay out content on web pages.
- Test websites to ensure functionality technically and user benefit.
- Fix links, pictures, and content that aren't appearing to loading properly.
- Reduce file size and optimize site to load quickly
- Collaborate with key stakeholders to optimize the integration of the Web channel with other marketing activities (campaigns, lead capture and nurture, trade shows and events, digital promotions, etc.).

WordPress Developer/Webmaster

Official Abisola Longe | Productivity Coach (www.abilonge.com)

Mar 2019 – Jun 2020

Our vision is to develop, coach and support you in self-mastery, activate your ability to motivate yourself to achieve outstanding results, build a life you're proud of and ultimately impact your Company and Nation, leaving a legacy.

- Designing and implementing new features and functionality
- Establishing and guiding the website's architecture
- Develop, maintain, and keep websites up to date; optimize for user experience, increased traffic and conversion, and clearly communicate the right messaging of our company, brands and product.
- Ensuring high-performance and availability, and managing all technical aspects of the CMS
- Helping formulate an effective, responsive design and turning it into a working theme and plugin
- Designing and managing the website back-end including database and server integration
- Conducting website performance tests.
- Troubleshooting content issues.
- Serve as the server administrator, configure web servers, troubleshoot web-based and hosting issues.

SEO Specialist/Editor-in-chief

Android Nigeria (www.androidnigeria.com.ng) – Lagos, Nigeria

July 2013 – May 2019

Android Nigeria is the first and biggest website on Android Operating system in Nigeria. We cover the activities of Android phone manufacturers operating in Nigeria.

- Developed title tag, description of meta tags and highlighted and added relevant links to the website
- Perform Competitor SEO research and Link building.
- Managed social media campaigns and day-to-day activities, including scheduling regular updates, engaging in dialogue and answering questions when necessary
- Created content to publish on client websites to increase the chance of visitor performing the desired call-to-action.
- Prepare analytics and ranking reports and present to management.
- Perform ongoing keyword research and optimization.
- Research and implement search engine optimization recommendations.
- Develop and implement link building strategy
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.

References:

Available on request.