

<div><div>Favour Asuk</div><div>Software Engineer</div><div><div><div>+234 901 943 0948</div><div>@favourasuk@gmail.com</div><div>https://favourasuk-portfolio.netlify.app/</div></div></div></div>														
Profiles	Favour Asuk													
Summary	A software engineering professional with experience specializing in software development, problem-solving, debugging, and management. A proven record of accomplishment in executing complex technical projects for the development of efficient applications.													
Experience	<div><div><div>Silvvy Signature</div><div>september 2023 - june 2023</div><div>Software Developer & Social media manager</div><div><div>https://silvvysignature.com</div></div><div><div><div><div><div>Led Comprehensive Website Development:</div><div>Directed the end-to-end development of Silvvy Signature's website using various web development tools and frameworks (React, Redux, JavaScript, HTML5, CSS3).</div></div><div><div>Enhanced Digital Presence:</div><div>Created a visually appealing and user-friendly interface, resulting in a 40% increase in site traffic and a 35% increase in average session duration.</div></div><div><div>Implemented Scalable Solutions:</div><div>Developed scalable solutions for seamless online interactions and transactions.</div></div><div><div>Innovative Appointment Booking Site:</div><div>Developed and integrated an innovative appointment booking site, reducing scheduling-related inquiries by 50% and increasing appointment bookings by 30%.</div></div></div><div><div>Social Media Management:</div><div>Managed daily operations of Silvvy Signature's social media channels.</div></div><div><div>Content Creation and Scheduling:</div><div>Oversaw content creation and scheduling, establishing and maintaining a content calendar.</div></div><div><div>Traffic and Engagement:</div><div>Curated engaging content that drove a 25% increase in website traffic and a 20% boost in user engagement.</div></div><div><div>Performance Tracking and Optimization:</div><div>Utilized social media analytics tools to track and analyze performance metrics.</div></div><div><div>Data-Driven Decisions:</div><div>Enabled data-driven decision-making and continual optimization of social media strategies, resulting in a 15% increase in social media reach.</div></div><div><div>Customer Engagement:</div><div>Facilitated direct engagement with the audience by promptly responding to inquiries and comments.</div></div><div><div>Customer Satisfaction and Loyalty:</div><div>Contributed to improved customer satisfaction and loyalty, reflected by a 10% increase in repeat customer interactions.</div></div><div><div>Cross-Functional Collaboration:</div><div>Collaborated with marketing and design teams to align social media content with overall brand messaging.</div></div><div><div>Cohesive Online Presence:</div><div>Ensured a cohesive online presence, leading to a 20% increase in brand consistency across all digital platforms.</div></div><div><div>Successful Campaign Execution:</div><div>Executed successful social media campaigns.</div></div><div><div>Brand Awareness and Customer Acquisition:</div><div>Resulted in a 25% increase in brand awareness and a 15% rise in customer acquisition.</div></div></div></div></div><div><div>Purple Chateau</div><div>lagos</div><div>Software developer</div><div><div><div>Led Website Development Using WordPress:</div><div>Directed the comprehensive development of Purple Chateau's website utilizing WordPress, ensuring a visually appealing and user-friendly interface.</div></div><div><div>Enhanced Digital Presence:</div><div>Designed and implemented custom themes and plugins, resulting in a 45% increase in site traffic and a 40% increase in average session duration.</div></div><div><div>Website Management:</div><div>Managed the ongoing maintenance and updates of the WordPress website to ensure continuous performance and uptime.</div></div><div><div>Performance Improvements:</div><div>Enhanced website performance by optimizing load times through efficient use of caching and image optimization plugins, resulting in a 50% reduction in bounce rate and a 30% increase in page views per session.</div></div><div><div>SEO and Analytics:</div><div>Applied SEO best practices and utilized web analytics tools like Google Analytics to track and analyze website performance.</div></div></div></div><div><div>Freelance</div><div>Software developer</div><div>E-commerce Web App Development for a Furniture Brand</div><div><div><div>Developed an E-commerce Web Application:</div><div>Created a responsive and user-friendly web application for a high-end furniture brand using modern front-end technologies (React, Redux, JavaScript, HTML5, CSS3).</div></div><div><div>Increased Online Sales:</div><div>Boosted online sales by 30% within the first three months of launch through an optimized and seamless user experience.</div></div><div><div>Enhanced Load Times:</div><div>Improved page load times by 40% through code optimization and efficient asset management, leading to better SEO rankings and user retention.</div></div><div><div>Web Application Management:</div><div>Handled the ongoing management and maintenance of the web application, ensuring continuous uptime and performance.</div></div><div><div>SEO Optimization:</div><div>Applied SEO best practices to improve organic search visibility, resulting in a 25% increase in organic traffic.</div></div></div></div><div><div>Advantec Security Solutions</div><div>Jan 2023- june 2023</div><div>Software Developer</div><div>VI, lagos</div><div><div><div>Led the redevelopment of the company website, enhancing user experience and functionality to drive productivity.</div><div>Implemented modern design elements resulting in a 20% increase in user engagement. Collaborated closely with cross-functional teams, including developers and testers, to debug and test software solutions.</div><div>Played a key role in identifying and resolving issues promptly, ensuring the seamless functionality of critical systems. Utilized strong communication skills to bridge the gap between technical and non-technical stakeholders, facilitating a smooth exchange of ideas and requirements.</div><div>Contributed to the implementation of agile development methodologies, streamlining project timelines and improving overall efficiency.</div><div>Demonstrated proficiency in React JS, web development tools and frameworks, ensuring the adoption of best practices and staying abreast of the latest industry trends.</div></div></div><div><div>MR-SOFT International</div><div>july 2021 - dec 2021</div><div>Software developer Intern</div><div>PH ,rivers state</div><div><div><div>Coordinate with the software engineering team to develop custom for enterprise customers, including .</div><div>performing debugging activities and providing meaningful recommendations to improve userfunctionality .</div><div>Performed testing and development for web application in HTML, JavaScript, Anjular Js.</div><div>Attended meetings with the project team to identity potential risk, resolve project roadblocks, andensure compliance with user specifications and requirements</div></div></div></div><tr><td>Education</td><td colspan="2"><div><div>Afe Babalola University</div><div>Sep 2018 - 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