

# RIDWAN BABATUNDE BALOGUN

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## PERSONAL SUMMARY

- Ability to build a Web presence from the ground up -- from concept, navigation, layout and programming to UX and SEO.
- Skilled at writing well-designed, testable and efficient code using current best practices in Software development.
- Fast learner, hard worker and team player who is proficient in an array of scripting languages and multimedia Web tools.
- Code repository: <http://github.com/ridbay>

## IT SKILLS

- Full-Stack web development (HML5, CSS3, Bootstrap4, JavaScript ES6+, ReactJS, Redux, GitHub, NodeJS, MySQL, RESTful APIs, CMS ).
- Mobile App development with React Native.
- Digital Marketing (Google AdWords, AdSense, Analytics, SEO, SEM, Social Media).
- Software Quality Testing with Selenium.
- Proficient in Microsoft Office Suites (Ms Word, Excel, Powerpoint, Access), Corel Draw, Photoshop.

## ACADEMIC QUALIFICATIONS

### B. Eng. (Hons) Metallurgical and Materials Engineering

Federal University of Technology, Akure

2010 – 2015

- **Relevant modules:** Refractory Technology, Mineral Processing, Corrosion maintenance, Foundry Technology, Materials failure analysis, Composites.
- **Thesis:** “Effect of sintering temperature on the mechanical properties of clay bonded carbon refractories”

### Senior Secondary Certificate Examination

Ibadan Grammar School, Molete, Ibadan

2001– 2007

West African Examination Certification

## WORK EXPERIENCE

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### ***TechDigi Media Solutions, Lagos, Nigeria***

#### **Full Stack Developer**

**Mar. 2019**

- Developed a full-stack web application, "Facial Recognition", using ReactJS that recognizes faces in uploaded images. User's progress is stored on a backend created using Firebase.
- Liaised with back-end developers, front-end developers, quality assurance testers, and CTOs as needed.
- Managed time-sensitive updates, including content changes and database upgrades.
- Planned, wrote, and debug web applications.
- Worked on the development, enhancements and operations of web-based software.
- Worked with ReactJS, jQuery or similar front-end web application frameworks.
- Worked with Bootstrap or similar front-end presentation frameworks.
- Worked with Express or similar back-end Node.js web application frameworks.

### ***Artoas Global Limited, Lagos, Nigeria***

#### **Software Developer & Business Analyst**

**Feb. 2018 – Mar. 2019**

- Documented business functional & non-functional requirements.
- Generated process/data flow diagrams, use cases and user guides.
- Collaborated and liaised with development, client, and quality assurance teams.
- Involved in reviewing quality assurance plans, test plans to fortify that the business scenarios are getting fully covered in testing.
- Researched and evaluated requests from the clients for implementation against existing and new systems.
- Developed new websites and redeveloped existing websites as required.
- Proactively monitored applications, system software and/or hardware operations
- Took corrective actions to prevent outages/failures and security attacks.
- Provided administration and maintenance of Linux servers.
- Provided maintenance to the websites, web servers and related infrastructure.
- Designed, documented, implemented and maintained the web back-end and front-end systems in the virtual environment.
- Worked with OCR and PDF software application.
- Worked with Jira, Pivotal Tracker or similar project management tools.
- Worked with Microsoft Office Suite or similar business productivity tools.
- Worked with Google Docs for sharing of project documents and collaborations.
- Worked with Content Management Systems (WordPress, Shopify, Wix, Magento, Prestashop).

### ***Red Media, Lagos, Nigeria***

#### **Digital Marketing Analyst**

**May 2017- Sept. 2017**

- Developed digital marketing campaign strategies.
- Benchmarked performance across all online channels and advised on KPIs.
- Used methodical performance analysis to influence/support campaign strategies.
- Performed ROI analysis to evaluate the efficiency and effectiveness of different marketing campaigns.

- Assisted in educating clients on the benefits of digital marketing and the importance of online measurement & performance optimization.
- Provided consultancy on campaign tagging and additional on-site tracking.
- Used available data sources to deep dive, fixed campaign performance issues and proposed methodical optimization tests.
- Worked with Google AdWords to run digital marketing campaigns across all platforms.
- Worked with AdSense for advert placements on websites and blogs.
- Worked with Google Analytics and similar analytical tools.

### ***Niji Group, Lagos, Nigeria***

Website Developer & Digital Marketer

**Oct. 2015 - May 2017**

- Developed all the company's websites.
- Implemented Search Engine Optimization (SEO) and Search Engine Marketing (SEM) programs.
- Monitored website content for out-of-date postings.
- Provided input, helped formulate online strategy and approached consistency with overall company objectives.
- Managed, maintained and enhanced the company's presence on social media sites (e.g. Facebook, Twitter, YouTube)
- Created e-mail marketing and promotion campaigns.

### ***Google Online Marketing Challenge (GOMC)***

**Team captain (the Middle East and Africa Business Award Finalist)**

**Jan 2015 – July 2015**

- Partnered with [Niji Group](#) to create a 3-week Google AdWords online marketing campaign to increase the awareness of the organization's line of processed foods, engineering, farms and hotel services and also, to increase their organization's website traffic.
- At the end of the 3 weeks campaign, we achieved 75.8 thousand impressions, 694 clicks to the website, \$0.36 average CPC and 0.92% CTR with Google Analytics data indicating that the campaign increased [Niji Group](#)'s website page views as there are 280 new visits, 257 unique visitors and 410 page views.

## **CERTIFICATIONS**

### **UDEMY**

The Complete Web Developer 2019

### **PLURALSIGHT**

JavaScript proficiency 2019

### **UDEMY**

Selenium Web Driver with Java (App/Software automation testing) 2018

### **ANDELA LEARNING COMMUNITY**

Mobile Web Specialist 2018

### **ANDELA LEARNING COMMUNITY**

Front End Web Development 2018

### **UNIVERSITY OF HUAWEI**

Telecommunication Power Training 2018

## **ANDELA LEARNING COMMUNITY**

Android Development for Beginners 2017

## **GOOGLE ADWORDS**

AdWords Search Certification 2017

## **GOOGLE ANALYTICS**

Google Analytics Certification 2017

## **GOOGLE MOBILE SITES**

Mobile Sites Certification 2017

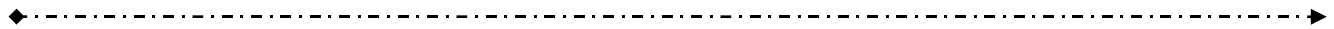
## **DIGITAL SKILLS FOR AFRICA**

Online Marketing Fundamentals 2017

## **GOOGLE ONLINE MARKETING CHALLENGE**

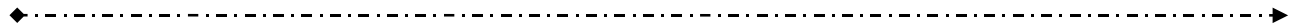
AdWords Business Finalist 2015

## **INTERESTS**



- English (Fluently), others include Yoruba (Native) & Arabic (learning)
- Sports, Gaming, Internet surfing.

## **REFERENCES**



References available on request