RIDWAN BABATUNDE BALOGUN

Plot 1032, Balogun street, Voera Estate, Arepo, Lagos/Ibadan expressway.

+2348078197526 | balogunridwan@gmail.com

http://balogunridwan.com | http://github.com/ridbay | https://linkedin.com/in/ridbay

PERSONAL SUMMARY

Software Engineer and Technical Lead with 4 years of experience and track record in web & mobile applications development and Cloud server management. Extensive experience in IT Business Analysis, Digital Marketing, and SEO.

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

Software Developer

TechDigi Media Solutions, Lagos, Nigeria   Mar. 2019

- Developed a full-stacked banking app with React, MUI, Firebase
- Developed a full-stacked Facial Recognition app, ReactJS and ClariFai API.
- 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 applications.

Tools: ReactJS, jQuery, Bootstrap, ClariFai API, MUI, ExpressJS, NodeJS, Firebase, PostgreSQL.

Software Developer & Business Analyst

Artoas Global Limited, Lagos, Nigeria   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.
- Developed new websites and redeveloped existing websites as required.
- Proactively monitored applications, system software and/or hardware operations
- Provided administration and maintenance of Linux servers and storage facilities.
- Provided maintenance to the websites, web servers and related infrastructure.

Tools: ReactJS, Trello, Slack, Pivotal Tracker, Microsoft Office Suite, Google Drive, CMS, WHM/Cpanel

Digital Marketing Analyst

Red Media, Lagos, Nigeria   May 2017- Sept. 2017

- Developed digital marketing campaign strategies.
- Bench-marked 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.

Tools: Google AdWords, Adsense, Analytics, Facebook/Twitter/Linkedin Ad Managers.

Website Developer & Digital Marketer

Niji Group, Lagos, Nigeria   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.

Tools: Wordpress, Google AdWords, Adsense, Analytics, Facebook/Twitter/Linkedin Ad Managers.

Team captain

Google Online Marketing Challenge (Middle East & Africa Business Award Finals) 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

Complete React Developer (Redux, Hooks, GraphQL, PWA)
Udemy   2019
The Complete Web Developer
Udemy   2019
JavaScript, React, HTML, CSS, Redux proficiency
Pluralsight   2019
Selenium Web Driver with Java (App/Software automation testing)
Udemy   2018
Mobile Web Specialist
Andela Learning Community   2018
Front End Web Development
Andela Learning Community   2018
Telecommunication Power Training
University Of Huawei   2018
Android Development for Beginners
Andela Learning Community   2017
Online Marketing Fundamentals
Digital Skills For Africa   2017
Google AdWords Business Finalist
Google Online Marketing Challenge   2015

INTERESTS

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

REFERENCES

References available on request