



# Soala Pedro

Digital Strategist/Interactive  
Interaction Designer

## Contact

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## About Me

Soala brings over 6 years of extensive experience in website design (WordPress, Frontend Development), Digital Marketing, Creative design (UI/UX), Business Strategy, Planning, and Content/Social Media Management.

## Skills

- Graphics Design (Adobe Photoshop, Figma and Adobe XD)
- Digital Marketing and Social Media Management
- Business Strategy and planning
- Website Design (WordPress)
- SEO Specialist
- Data Analyst (Excel, SQL, Power Bi) Intermediate Level
- Training, Coaching and Public Speaking

## Education/Certifications

- Bachelor of Electrical/Electronics Enengineering**  
Rivers State University of Science and Technology, Rivers State, Nigeria 2008-2014
- Interactive Media Design**  
University of Madeira, Funchal, Portugal 2025

## Experience

- Creative Designer/ Digital Marketing Consultant:**  
Bioviva Holistic Spa: Website: <http://Biovivaspa.ng/> 2023- PRESENT  
Key Deliverables:
  - Produced visually compelling graphics and multimedia content for online platforms, maintaining brand consistency.
  - Created compelling content to drive brand narrative through visual designs and creative, designing aesthetic graphics design for more engagement
  - Implemented SEO strategies, resulting in a 20% increase in website traffic within the first quarter.
  - SEO on-page optimization, with blog content update to increase website traffic
- Digital Platform Support / for Entrepreneurs in Plateau, Ogun, & Niger State, Nigeria:**  
(Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)/ Gesellschaft für Organisation, Planung und Ausbildung mbH (GOPA)) 2024  
Key Deliverables:
  - Troubleshoot and resolve website errors, broken links, and other technical problems.
  - Conduct backups of the website and database to ensure data security and disaster recovery preparedness.
  - Monitor website performance, speed, and security, and address any performance-related issues. 2017- 2019
  - Design and implement intuitive navigation structures and user-friendly interfaces.
  - Communicate project timelines, progress, and deliverables to stakeholders effectively.
- Social Media Marketing Strategist and Creative Designer**  
G3 Interbiz: <https://instagram.com/g3interbiz/> 2024-Present  
Key Deliverables:
  - Created captivating creative/graphic designs to drive engagement and convey information effectively.
  - Played a pivotal role in enhancing G3 Interbiz's brand identity through visually appealing materials.
  - Implemented innovative creative design elements for impactful visual communication.
  - Designed a variety of graphic creatives to elevate brand creativity, resulting in increased visibility and service inquiries.