



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 Engineering**
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.
 - 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.