



# Soala Pedro

Digital Strategist/Interactive  
Interaction Designer

## Contact

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Funchal, Portugal

## 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.