

MBORI BRANDON

📍 Libreville, Gabon

☎ +241 077089776 / 065973019

✉ mboribrandon@gmail.com

🌐 mboribrandon.com

Professional Profile

Dynamic **Web Developer and Digital Marketing Specialist** with proven experience designing and deploying responsive websites and data-driven digital campaigns. Skilled in combining **technical expertise** with **marketing strategy** to deliver measurable growth for businesses.

Strong foundation in **full-stack development** (Next.js, Tailwind CSS, React, Node.js) and **no-code/low-code platforms**, complemented by advanced proficiency in **Meta & TikTok Ads, SEO, and social media management**. Adept at creating digital experiences that attract, engage, and convert audiences.

Core Skills

Web Development

- Frontend: HTML5, CSS3, JavaScript, React, Next.js, Tailwind CSS
- Backend: Node.js, Express.js, REST APIs
- Databases: MongoDB, Firebase, SQL
- SaaS & No-Code: Bolt, Lovable, Cursor, Framer
- Version Control: Git, GitHub

Digital Marketing

- Paid Ads: Meta Ads Manager, TikTok Ads, A/B Testing
 - Social Media Management: Instagram, Facebook, TikTok, LinkedIn
 - SEO: On-page, keyword research, content optimization
 - Analytics: Google Analytics, Meta Insights
 - Content Creation: Canva Pro, AI-powered design & copywriting
-

Professional Experience

Web Developer & Digital Marketing Specialist (Freelance)

Remote / 2022 – Present

- Designed and launched **responsive websites and Web Apps** for SMEs across Africa and international clients.
- Executed **ad campaigns on Meta and TikTok**, achieving conversion rates up to 150% ROI.
- Managed client **social media pages**, increasing organic reach and engagement through targeted strategies.

Digital Marketing Consultant – APC Imprimerie Numérique

Libreville, Gabon / July 2024 – Present

- Created and managed **ad campaigns** focused on printing services.
- Designed Instagram and TikTok content strategies, leveraging local events and trends.
- Integrated **AI tools for automation**, saving the team 20+ hours monthly in content production.

Digital Marketing Consultant – Imprimerie Numérique Silicon Valley

Libreville, Gabon / January 2025 – July 2025

- Created and managed **ad campaigns** focused on printing services.
- Designed Instagram and TikTok content strategies, leveraging local events and trends.

Education & Certifications

- **Certified Vibe Coder - 2025**
- **Google Certified Digital Marketer – 2024**
- **Bixo Certified Digital Marketer - 2022**
- **HND in Software Engineering - 2022**

Languages

- **English:** Native
 - **French:** Professional Proficiency
-