

# GEORGE ADEOLA

## Full Stack Web Developer & Digital Marketing

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## SUMMARY

Highly motivated individual with over 5+ years of combined experience in developing and managing digital products. Experience in both front-end and back-end development, I can create and manage full-stack web applications that are visually appealing, functional and user-friendly, with modern web development languages and frameworks like React, Express, Typescript etc. I also have a strong background of digital marketing strategies and tactics, including SEO, PPC and social media marketing, which allows me to build websites that are optimized for search engines and designed to convert visitors into customers.

## SKILLS

- Languages: JavaScript, HTML, CSS.
- Frameworks: React, Typescript, Next, Tailwind, Node.js, Express.
- Databases: MongoDB, Firebase
- Tools: Git, Visual Studio Code, Netlify, Postman
- SEO.
- PPC (Google ads & Facebook ads Mastery).
- Content Creation.
- UI & UX (Photoshop & Figma).
- Digital Marketing strategy.

## EXPERIENCE

2022 – 2023

**WEB DEVELOPER & DIGITAL MARKETING**, NEUROSCIENCE BUSINESS SCHOOL, BARCELONA, SPAIN

- Redesign and update elementor built website with custom html, CSS and JavaScript
- Conduct Keyword research and analysis to identify the best keywords to target for organic search. Develop and implement on-page optimization strategies to ensure that website content is optimized for search engines user. Providing regular reports with google analytics on SEO performance and presenting insights to key stakeholders.
- Collaborating with other departments in achieving the overall goals of the company. Involved in direct marketing and Sales. Technical support for online campus and daily activities of the company.

2021

**ASSISTANCE MARKETING COORDINATOR**, UNIVERSIDAD SAN ANTONIO DE MURCIA (UCAM), MURCIA, SPAIN

- Managed daily marketing communications and recruitment of hundreds of international students from the sub-Saharan African region.
- Data driven marketing and management through Microsoft dynamics CRM platforms to manage leads and enhance efficient communication to a large data base of students leads.

- Relationship management and collaboration with third party Organizations and Agents.

**2018 - 2021**

### **DIGITAL MARKETING LEAD, FOODCO**

- Lead a digital marketing team to develop an e-commerce website that serves two major big cities in Nigeria.
- Developed and executed a comprehensive digital marketing strategy that increased website traffic by over 100% and improved conversion rates by 45%
- Managed all unpaid and paid media campaigns, including PPC, display, and social media advertisement.
- Create and manage big company branding and advertisement projects, such as billboard design, Truck branding, Indoor branding, Flyers, Roll-up banners, T-shirts and other marketing materials.
- Managed the company social media presence and Increased engagement by more than 50%. Increased Instagram followers from less than 2,000 followers to over 7,000 followers within 1 year.

**2020 – TILL PRESENT**

### **FREELANCER, GOLLA360**

- Develop web applications for clients with modern computer programming language and framework. Developed and launched a website cerrajeriamigos.com for a locksmith service provider in Terrassa Barcelona.
- Manage and execute Digital and marketing campaigns for clients. Top clients include O-Health, Budget Supermarket and Ace Mall.

## **EDUCATION**

**2023**

### **MASTERS IN WEB PROGRAMMING, MASTERSCHOOL, NEW YORK UNITED STATES**

Relevant course work: Advance HTML and CSS, JavaScript and DOM, MERN Full-stack development

**2021**

### **MASTERS IN INNOVATION MARKETING, UCAM, MURCIA SPAIN**

Relevant course work: Digital and Mobile Marketing, Creativity and Innovation management, IOT education, Big Data management

**2017**

### **BACHELOR'S DEGREE PHYSICAL ACTIVITIES AND SPORTS, OAU, NIGERIA**

Relevant course work: Organization Administration of sports event, Project Management

## **CERTIFICATIONS**

- **CERTIFICATION IN REACT JS, NODE, UDACITY & MASTERSCHOOL**
- **CERTIFICATION IN JAVASCRIPT, HTML AND CSS UDACITY & MASTERSCHOOL**
- **CERTIFICATION IN REACT JS, NEXTJS AND TYPESCRIPT, UDEMY**
- **DIGITAL MARKETING, UDEMY & NEW HORIZON USA**
- **PHOTOSHOP UI & UX, UDEMY**