

# AFOLABI ABDULLAHI

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Ibadan, Nigeria

## Front-end Developer | WordPress Designer | Digital Marketer

Experienced and motivated Front-End Developer with a strong foundation in HTML, CSS, JavaScript, with 3+ years solid WordPress experience and 4+ years of experience as a digital marketer. A recent graduate seeking to leverage technical skills and creative mindset to develop innovative and user-friendly web applications. Familiar with ReactJS with ongoing learning also in other modern front-end frameworks and technologies. Possessing strong problem-solving skills and committed to delivering high-quality work and constantly seeking growth and professional improvement.

## CORE COMPETENCIES AND ACHIEVEMENTS

- **Search Engine Optimization:** Utilized Google search engine console for submission of website to Google search engine, optimizing website keywords for search visibility accompanied with semantics front-end architecture.
- **Web Analysis:** Integrated analytics tool such as Google analytics for studying and derive user data to understand users-journey so as to improve the user experience as at when needed for users seamless experience.
- **Collaborative skills:** Collaborated seamlessly with product designers and back-end developers, resulting in mutual understand which led to fast project execution by cutting down the required development timeline.
- **Project Management:** Effectively managed 3-5 complex projects concurrently, coordinating cross-functional teams, ensuring impeccable quality, on-time delivery, and utmost client satisfaction, maximizing project outcomes.

## PROFESSIONAL EXPERIENCE

### Freelance Front-end Developer

November 2022 - Present

Self-employed

- Led a team of 16-member cross-functional (product and engineering) to develop a project which I was responsible for 75% front-end development and functionality of the product. [view project](#)
- Volunteered for a tech event for the front-end development of the event website which resulted in solving the user experience and mobile responsiveness. [view the website](#) [view the remodeled I developed](#)
- Teamed up with a product designer to developed a portfolio to provide online visibility for the designer. With adept front-end skillsets, I developed the [portfolio](#) and added to Google search console for search engine visibility.

## **WordPress Designer | Digital Marketer**

**November 2020 - Present**

Springital | Abuja, Nigeria (Remote)

- Designed 15+ WordPress websites using plugins such as Elementor, Divi, WP Bakery and Avada which increases online presence for clients and increases their revenue.
- Managed a 5-member cross-functional (product, engineering, sales, support) team and coordinated with six business partners toward the successful launch of an e-commerce platform.
- Managed social media campaigns for brands capitalizing on solving consumers pain point which in return recorded a 150% ROI, bolstering brand visibility and driving revenue growth.
- Created automated emails for abandoned cart, new users and new purchase to suggested related product from woocommerce stores. This reduces abandoned cart rate by 15% and increase the Live Time Value(LTV) of first customers.
- Creating and sharing monthly digital marketing performance reports with the CMO & CEO.

## **EDUCATION**

**Bachelor of Engineering in Civil Engineering** | Federal University of Technology, Akure (2021)

## **CERTIFICATIONS / PROFESSIONAL TRAINING**

**Front-end Development Course** | Ingressive For Good & Zuri Training (2022)

**WordPress Design** | Udemy (2020)

**Digital Marketing** | Udemy (2019)

**Email Marketing** | Hubspot (2019)

**Google Analytics & PPC** | Google SkillShop (2019)

**Front-end Development Professional** | Meta (Ongoing)

## **TECHNOLOGICAL SKILLS**

HTML • CSS • JavaScript • WordPress • Figma • Version Control (Git) • Bootstrap CSS

## **AREAS OF EXPERTISE**

Responsive web design • Browser dev tools • Cross browser compatibility • Web performance optimization • Front-end architecture • Web performance and SEO • Css architecture