

Taofeek Olakintan Lawal

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SUMMARY

- Energetic self-starter with experience in business research, operations, management and customer service.
- Excels in providing exceptional service to clients; especially skilled with operations management and research writing whilst providing business ethics consulting.
- Worked in diverse sectors such as in Retail, Logistics, Production and Manufacturing.

EDUCATION

MSc Marketing With Digital Strategy

Edinburgh (In View)

(2024 – 2025)

HND, Business Administration and Management

2018

Lagos State Polytechnic

Graduated with 2nd Class Upper

WORK EXPERIENCE

Front-End Developer & Website Manager Freelance/Various Companies.

January 2024 – Present

- Developed and maintained responsive web applications using React.js, ensuring seamless user experiences across devices.
- Optimized websites for speed and scalability, significantly enhancing performance and user satisfaction.
- Collaborated with cross-functional teams to gather project requirements and translate them into effective technical solutions.
- Implemented SEO best practices to boost website visibility and drive traffic, increasing search rankings by 20%.
- Conducted thorough testing and debugging, ensuring compatibility across various browsers and devices.
- Managed and updated e-commerce platforms (Shopify, WooCommerce), leading to a 14% increase in online sales through optimized product listings and improved customer experiences.

Digital Marketing & Web Optimization Specialist Slogan Logistics Limited – Lagos State Nigeria

January 2020 – December 2023

- Streamlined online order processing and implemented an online ordering system, resulting in a 19% improvement in delivery times and a 20% increase in sales.
- Developed and executed digital marketing campaigns, including email marketing and social media promotions, enhancing online traffic by 14%.
- Enhanced the company's website UX/UI and SEO, leading to better customer engagement and higher search visibility.
- Collaborated with logistics and marketing teams to optimize distribution processes and boost online traffic through targeted campaigns.

Field Manager Butfolat Concept Limited (NYSC Year) – Lagos, Nigeria

November 2018 - November 2019

- Responsible for ensuring that the logistics operations run smoothly, efficiently, and cost-effectively. Oversee the entire logistics process from planning and coordination to supervision, inventory management, and customer service, while also ensuring compliance with regulations and safety standards.

CERTIFICATION AND PROJECT

• 02 Academy Academy - Best Digital Specialist Academy Award	2023
• Forge – Building personal Brand Job Stimulation	2024
• Dev Design – Understanding of Dynamic User Interface Development	2024
• Asana – Workflow Specialist	2025
• NamasteDev.com – React.js Specialist	2025

ADDITIONAL EXPERIENCE

- **Inventory and Order Management:** Conducted regular audits to ensure accurate stock levels and reduce losses.
- **Customer Service:** Provided online customer service, improving customer satisfaction rates through effective communication and issue resolution.
- **Logistics Management:** Managed logistics operations, reducing delivery times and optimizing routes through data analysis.

SKILLS

• Html and Css	• Planning and Operations	• Project Coordination
• Javascript	• Stakeholder Management	• Google Workplace
• Git and GitHub	• Microsoft Office 365	• Proofreading and Editing
• React.js	• Microsoft Power Platform	
• Tailwind	• Virtual/ Executive Assistance	
• Research and Grant Writing		
• Communication		
• Collaboration and Team Work		
• Customer Service		