

OVERVIEW

Experienced software developer with a strong background in web development, proficient in multiple programming languages and frameworks. I have a keen eye for crafting captivating and user-friendly websites, employing effective coding practices to ensure optimal performance and online visibility. With a focus on delivering innovative solutions and exceptional user experiences, I integrate software development principles into my work.

Additionally, I have a proven track record as a results-oriented professional in digital marketing, specializing in leveraging online platforms to drive brand awareness and generate leads. I excel in developing and executing comprehensive digital marketing strategies across various channels, such as social media, email marketing, SEO, and PPC. By analyzing data and optimizing campaigns, I maximize return on investment while delivering engaging content and ensuring effective online visibility.

SKILLS

- **Technical:** HTML5, CSS3, SASS, Bootstrap, Tailwind CSS, JavaScript, React.js, Node.js, Express.js, Angular, Git, GitHub, Next.js, Figma, MongoDB, Heroku, AWS, RESTful APIs, TypeScript, Redux, GraphQL, SEO (On-Page/Off-Page, Keyword Research, Auditing, Reporting, Analytics), PPC Advertising, Social Media Marketing, Email Marketing, Web Analytics, Digital Advertising, A/B Testing, Google Search Console, Google Analytics, Moz, SEMrush, Ahrefs.
- **Soft:** Communication (verbal and written), Teamwork and collaboration, Leadership, Problem-solving and critical thinking, Adaptability and flexibility, Time management, Decision-making, Creativity and innovation, Etc.
- **Languages:** French (Native Proficiency), English (Full Professional Proficiency), Chinese (Limited Working Proficiency).

EXPERIENCE

SOFTWARE DEVELOPER

eGrowth Agency

June 2022 - Present

- Successfully built and deployed projects using the MERN stack, showcasing expertise in MongoDB, Express.js, React.js, and Node.js to deliver robust web applications.
- Collaborated closely with clients to understand their unique requirements and effectively translated them into scalable and intuitive software solutions.
- Effectively collaborated with cross-functional teams, contributing to the seamless delivery of high-quality web solutions that exceed client expectations.
- Committed to staying at the forefront of industry trends and continuously enhancing skills in web development to consistently exceed client expectations.

DIGITAL MARKETING SPECIALIST

Harkoki

June 2019 - May 2022

- Spearheaded growth and success by implementing highly effective digital marketing strategies and optimizing our sales process for maximum efficiency.
- Leveraged expert knowledge in digital marketing to drive significant improvements in sales outcomes, resulting in increased revenue and business growth.
- Orchestrated seamless customer engagement and satisfaction through the implementation of targeted digital marketing campaigns, delivering impactful results.

SOCIAL MEDIA MANAGER

University Of Central Arkansas

March 2018 - May 2019

- Accomplished social media manager proficient in crafting and executing impactful social media strategies to maximize brand visibility and engagement.
- Expertise in creating and curating compelling content across various social media platforms, driving follower growth and fostering meaningful interactions.
- Analytical approach to monitoring and evaluating social media campaign performance, utilizing data-driven insights to optimize content and achieve outstanding results.

BUSINESS DEVELOPMENT MANAGER

ProcurAfrica

May 2017 - Dec. 2017

- Proven track record in prospecting and negotiating contracts for industrial and agricultural products, driving business growth.
- Implemented a robust customer tracking system using Microsoft Excel, enhancing client follow-up and fostering strong relationships.
- Successfully promoted company products and services, leveraging persuasive skills and market expertise.
- Demonstrated business development capabilities, identifying new opportunities, negotiating favorable contracts, and effectively promoting offerings for company success.

EDUCATION

UNIVERSITY OF CENTRAL ARKANSAS

ARKANSAS, USA

Bachelor of Business Administration

Aug. 2015 - May 2019

- *Relevant courses:* Management Information Systems, Business Intelligence and Analytics, E-commerce and Digital Marketing, Project Management, Enterprise Systems, Data Management and Database Systems, IT Strategy and Governance, and Emerging Technologies and Innovation, People Management, Marketing Management, Consumer Behavior, Marketing Research, Sales Management, Logistics Strategy, and International Business.

AFRICAN LEADERSHIP ACADEMY

JOHANNESBURG, SA

Entrepreneurial Leadership & CIEs

Aug. 2013 - June 2015

- Entrepreneurship and leadership training;
- Responsible for sales and marketing of a student-led enterprise;
- Represented the academy at major conferences such as New York Forum, MINDS Africa, Africa Business Forum, etc;