David Yusuf

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Professional Summary

Creative and detail-oriented Frontend and Web Developer with a strong background in WordPress, GHL (GoHighLevel), HTML, CSS, JavaScript, and React. Experienced in building responsive, user-focused websites and applications optimized for performance and conversion.

A proven Project Manager skilled in coordinating cross-functional teams, managing digital projects from ideation to deployment, and ensuring timely delivery of high-quality solutions. Adept at integrating technical efficiency with client goals to deliver measurable business results.

Core Skills

Frontend Development: HTML5, CSS3, JavaScript (ES6+), React.js, Tailwind CSS, Responsive Design

CMS & Platforms: WordPress (Elementor, Divi, WooCommerce), GoHighLevel (Funnels, Automation, CRM)

Tools & Tech Stack: Git/GitHub, Figma, Canva, Google Analytics, API Integrations

Project Management: Agile/Scrum, Trello, Asana, Jira, Slack, Client Communication, Documentation

Other: SEO Optimization, UI/UX Implementation, Email Marketing Automation, Landing Page Design

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Professional Experience

Frontend & Web Developer | Freelance / Remote

Jan 2021 – Present

- Designed and developed **responsive websites and funnels** for clients using WordPress and GoHighLevel, improving user engagement and lead conversion.
- Created custom WordPress themes and optimized site speed, SEO, and mobile responsiveness.
- Built dynamic web interfaces with React.js, improving UI performance and interactivity.
- Collaborated with designers and backend developers to deliver high-performing, scalable solutions.
- Integrated third-party APIs (payment, form, CRM) and managed hosting & deployment processes.

Key Achievements:

- Successfully launched over 15+ websites and landing pages for clients in tech, logistics, education, and finance sectors.
- Reduced client bounce rates by up to 35% through improved UI/UX flow and optimization.
- Automated client sales workflows on GoHighLevel, saving an average of **5+** hours/week per client.

Project Manager

2023 – Present

- Oversaw multiple digital product developments, including ExamPQA, Agro Connect, and African Folklore Music Generator, managing developers, designers, and content teams.
- Defined project roadmaps, deliverables, and milestones; ensured timely task execution under tight deadlines.
- Led strategic planning and agile sprints, promoting communication and accountability among cross-functional teams.

- Created documentation, progress reports, and stakeholder updates for clarity and transparency.

Key Achievements:

- Spearheaded the development of ExamPQA, a full-stack web app for academic testing and grading.
- Directed the African Folklore Music Generator project, integrating AI, music, and storytelling technology.
- Coordinated a 5-person distributed team to deliver three tech-driven community projects within six months.

Web Developer & Digital Strategist | YouTube Growth / Marketing Projects

2024 – 2025

- Managed and optimized YouTube channels and online platforms for clients (e.g. **Home Loans by Tera**, USA-based brand).
- Developed supporting websites and sales funnels to align with social content and audience growth goals.
- Implemented SEO and analytics tracking for performance evaluation and conversion optimization.

Education

B.Eng. Computer Engineering
Ahmadu Bello University, Zaria, Nigeria
Specialization: Artificial Intelligence & Web Systems

Selected Projects

- **ExamPQA:** Online exam web app with login, subscription, and grading system for Nigerian universities.
- **Agro Connect:** Logistics and export facilitation platform for African farmers and manufacturers.
- **African Folklore Music Generator:** AI-driven app combining traditional African stories and music.
- **Minuteur:** Time-management and productivity web app for students and creators.
- **YouTube Growth Plan (Home Loans by Tera):** Digital marketing & web funnel optimization for U.S. mortgage brand.

Soft Skills

Team Leadership | Communication | Strategic Thinking | Problem Solving | Time Management | Innovation