DAVE OLUWAFEMI

Technical Marketing Manager & Full Stack Developer

PHP • Laravel • JavaScript • MySQL • Multi-Language Systems

📍 Lagos, Nigeria (Open to Remote Roles Globally)

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💼 LinkedIn Profile

🌐 Portfolio Website

👨‍💻 GitHub Profile

Portfolio	WhatsApp	LinkedIn

Scan for quick access

PROFESSIONAL SUMMARY

Hybrid professional combining **7+ years** of digital marketing expertise with full stack development capabilities. **Technical Marketing Manager** at Endless Pro Solutions, bridging marketing strategy and technical execution. Expert in Google Ads management, SEO optimization, conversion rate improvement AND building enterprise web applications with **6-18 languages** per project.

Specialized in **PHP 8.2+, Laravel, MySQL**, and modern web technologies. Proven expertise in delivering scalable, secure, and high-performance applications for banking, logistics, e-commerce, and enterprise infrastructure sectors. Strong background in **API integrations, payment systems, real-time tracking,** and **GDPR-compliant** solutions.

HYBRID MARKETING + TECHNICAL SKILLS

Digital Marketing

Google Ads (Search, Shopping, Display), SEO Optimization, Facebook Ads, Conversion Rate Optimization, Marketing Automation

Marketing Analytics

Google Analytics 4, Google Tag Manager, Conversion Tracking, Performance Reporting, Custom Scripts

Backend Development

PHP 8.2+, Laravel, MySQL 8.0, RESTful APIs, Microservices, PDO, MVC Architecture

Frontend & Design

JavaScript ES6+, Bootstrap 5, Responsive Design, Landing Page Development, Graphic Design

Marketing Technology

Marketing Automation, API Integrations, Custom Tracking Implementation, Multi-language SEO

International Marketing

18-Language Campaigns, Localization, Cultural Adaptation, Global SEO, Multi-market Strategies

PROFESSIONAL EXPERIENCE

Founder & Technical Marketing Manager

Endless Pro Solutions

Lagos, Nigeria

2020 – Present

4+ years

- Lead hybrid role combining **digital marketing strategy with technical implementation**
- Manage Google Ads campaigns and SEO optimization while building the underlying systems
- Architected and developed **10+ marketing-optimized applications** supporting **6-18 languages each**
- Implemented conversion tracking, analytics, and marketing automation across all projects
- Built high-converting landing pages and marketing funnels with integrated payment systems
- Created custom marketing tools including GTM automation scripts and SEO optimization systems
- Developed high-volume email platforms processing **30M+ emails monthly** for marketing campaigns
- Managed full project lifecycle from **marketing strategy to technical deployment**

PHP Developer & Technical Consultant

Freelance & Contract Work

Remote & Lagos, Nigeria

2015 – 2017

2 years

- Developed custom web applications for various industries using **PHP/MySQL**
- Specialized in **Laravel framework** development with modern best practices
- Implemented secure payment gateway integrations and authentication systems
- Created responsive, multi-language user interfaces with **Bootstrap**
- Provided technical consulting for database design and system architecture

Web Developer & Logistics Systems Manager

Logistics Company

Lagos, Nigeria

2007 – 2015

8 years

- Managed and maintained **tracking systems** with frontend and backend integration
- Developed HTML/CSS interfaces and learned **PHP** for server-side functionality
- Transitioned from network engineering to web development through business needs
- Self-directed learning in web technologies while delivering practical solutions
- Built logistics management systems combining technical skills with business understanding

Network Administrator & Cafe Engineer

Various IT Services Providers

Lagos, Nigeria

2006 – 2007

1 year

- Network administration and engineering roles after OND completion
- Cafe engineering work that led to logistics company opportunity
- Foundation in technical problem-solving and systems management

MARKETING + DEVELOPMENT PORTFOLIO

SecureBank Pro - Multi-Language Banking System

PHP 8.2+, MySQL, Bootstrap 5, 13 Languages, Enterprise Security

Complete banking platform with integrated marketing funnels, conversion tracking, and SEO optimization across 13 languages.

LoanFlow Enterprise - GDPR-Compliant Loan Management

PHP 8.2+, GDPR Compliance, 18 Languages, Document Management

GDPR-compliant loan management with integrated lead generation, marketing automation, and conversion optimization across 18 languages.

TrackPro System - Courier Management Platform

PHP 8.2+, Real-time APIs, Bootstrap 5, GPS Integration

Courier management platform with integrated marketing tools, customer acquisition funnels, and conversion-optimized user experience.

MailFlow Enterprise - High-Volume Email Platform

PHP 8.1+, Redis, Load Balancing, Multi-SMTP

High-volume marketing email platform with campaign management, A/B testing, and performance analytics processing 30M+ emails monthly.

EcoCommerce Platform - European Wood Energy Market

PHP 8+, Stripe, PayPal, 13 Languages, Ecommerce

European wood energy ecommerce platform with integrated marketing tools, payment processing, and multi-language customer experience.

Sports Betting Analytics - AI-Powered Platform

PHP, Python, Sports APIs, Machine Learning, Real-time Analytics

Advanced sports betting fixture management with AI algorithms, real-time data processing, and predictive analytics.

EDUCATION & PROFESSIONAL DEVELOPMENT

Digital Marketing & Technical Development

Self-directed Learning & Practical Implementation

2017 – Present

Web Development Foundations

Self-directed Learning & Practical Implementation

2014 – 2017

Graphic Design & Creative Development

Professional Tutoring & Practical Application

2005 – 2015

OND - Electrical/Electronics Engineering

Osun State College of Technology, Esa-Oke

2003 – 2005

CPISM & DISM - Information Systems Management

Aptech Worldwide

2001 – 2003

LANGUAGES & ADDITIONAL INFORMATION

Languages:

English (Native)   Technical Documentation (Multiple Languages)

Work Authorization: Available for remote work globally

Availability: Full-time, Contract, and Freelance positions

Specialization: Multi-language systems (6-18 languages per project)

Portfolio: 10+ professional repositories on GitHub

References: Available upon request