

ALEXANDAR UKPONG ASIDO

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PROFESSIONAL SUMMARY

Dynamic and versatile professional with a background in History and International Relations, transitioning into the tech industry as a proficient Web and Mobile Developer. Leveraging a unique blend of creative problem-solving skills honed as a successful YouTuber, alongside technical expertise in modern web development technologies such as React and Next.js, as well as mobile app development for both Android and iOS using React Native. Demonstrates a passion for innovation and creating impactful digital experiences. Eager to contribute to the tech space by building scalable and efficient web and mobile applications, utilizing a strong foundation in full-stack development and a deep understanding of user engagement strategies acquired through content creation. Adept at working in collaborative, fast-paced environments and driven to deliver solutions that meet both user needs and business goals.

WORK EXPERIENCE

Yisrael Resource Limited

Business Development

Duties

2023 till Date

I promoted, secured orders from existing and prospective clients through a relationship based approach. I introduced the organization services to existing/potential customers and assists them in selecting the best suitable package for their needs, also generate new business ideas for the organization products/services. Makes telephone calls and in person visits and make presentation to existing and prospective client.

Tun3ree Radio

Social Media Manager

Duties

2022

Conducted research and analysis on international market trends and competitor analysis. Contributed to the development of marketing strategies, including content creation and social media campaigns. Collaborated with brands and sponsors to create sponsored content and maintain brand partnerships. Assisted in organizing and coordinating events, managing logistics and communication with vendors. Conducted data analysis to evaluate campaign performance and provide recommendations for improvement. Developed and implemented a personal branding strategy, including social media presence, and content planning. Planned and conducted street interviews along with my team called vox pop where we get one on one stories from users or targeted audience.

Kilnext Facility Management

Admin Officer

Duties

2020

I acted as a point of contact for my employer, providing administrative support and managing queries, managing or organization records. I also process invoices and prepare deposits.

Naija News and Entertainment / Lexx Media

Youtube Owner

Duties

2017

Created and managed a successful YouTube channels focused on Entertainment and Celebrity lifestyle attracting lots of views and subscribers. (Channel names: Lexx media, Naija news & entertainment and All Stars Update). Developed engaging video content, conducting extensive research and analysis to provide accurate and captivating narratives. Utilized video editing software to produce high-quality videos, incorporating visuals, graphics, and storytelling techniques. Utilized social media platforms to promote channel content, engage with viewers, and build a community.

EDUCATION

DATE	DEGREE TITLE	SCHOOL NAME	CITY, COUNTRY
2014	B.A History	University of Calabar	Calabar, Nigeria
2006	W.A.S.S.C.E	Victory Secondary School Madalla, Niger state	

PROFESSIONAL CERTIFICATIONS

- Web Development with React and Next Js (Early Code)
- Android and IOS Development with React Native (Early Code)
- Product Manager Course (Udemy 2023)
- Project Manager Professional Course (Exford Global Consult Limited, 2022)
- Customer Service & Relationship Management (Exford Global Consult Limited)

SKILLS

- **Web Development:**
HTML, CSS, Tailwind CSS, JavaScript, React, Next.js, Responsive Design, Firebase Database, Vercel.
- **Mobile Development:**
React Native, Cross-Platform Mobile Development (iOS & Android), Firebase Database, Expo.
- **Tools & Frameworks:**
Git/GitHub, Node.js, Firebase.
- **Soft Skills:**
Strong Analytical Skills, Problem-Solving, Effective Communication.