ABDUL SALAM ABDUL MALIK ATANDA

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Objective

Dynamic and versatile professional with expertise in software development, web development, social media management, and digital marketing. Seeking a challenging role where I can leverage my technical skills and creative mindset to develop innovative solutions, enhance digital presence, and drive engagement. Committed to delivering high-quality results and contributing to team success in a fast-paced environment.

Experience

- **TechVision Solutions | Lagos, NG |**
  03/2024 - Present
  Full-Stack Developer & Digital Marketing Specialist
  Developed and maintained responsive web applications using React.js, Node.js, and MongoDB.

  Implemented SEO strategies that increased organic website traffic by 40% within six months.

  Designed marketing collateral and social media graphics, improving engagement rates by 25%.

  Collaborated with the product team to design user-friendly UI/UX prototypes using Figma.

  Managed Google Ads and Facebook Ad campaigns, achieving a 20% reduction in cost-per-click (CPC).

- **CodeCraft Digital Agency | Remote |**
  09/2022 - 02/2024
  Junior Software Developer & Graphic Designer
  Built custom WordPress themes and plugins for client websites using PHP, HTML, CSS, and JavaScript.

  Created brand identities, logos, and marketing materials for over 15 clients across various industries.

  Assisted in developing and executing social media content calendars, boosting follower growth by 35%.

  Conducted A/B testing for landing pages, improving conversion rates by 18%.

  Utilized Google Analytics to provide monthly performance reports and actionable insights.

- **Nexus Tech Labs**
  03/2021 - 08/2022
  Digital Marketing Intern & UI Designer
  Supported the marketing team in creating and scheduling content across all social media platforms.

  Designed website layouts and mobile app interfaces, focusing on usability and aesthetic appeal.

  Assisted in the development of front-end components using HTML, CSS, and JavaScript.

  Researched keywords and performed competitor analysis to enhance SEO efforts.

  Participated in client meetings to gather design requirements and present mockups.

Education

Course / Degree	School / University	Grade / Score	Year
B.Sc Information Technology	National Open University of Nigeria	In View	2023 - Till Date
Digital marketer	Simpliearn	Certificated	2022 - 2023

Course / Degree	School / University	Grade / Score	Year
Full Stack Developer	Ntells Academy	Certified	2021- 2022
Desktop Publishing	Ntells Academy	(Certified)	2019–2020
Secondary School Certificate	Aguda Grammar School	Secondary School Certificate	2012–2018
Primary School	Central Nursery and Primary School	Certificate	2004–2011

Skills

- Software Development: Languages: Python, Java, JavaScript Web Technologies: HTML, CSS, React.js, Node.js Database: MySQL, MongoDB Frameworks: Django, Express.js Tools: Git, VS Code, Postman, Docker (Basics)
- Digital Marketing: SEO/SEM Strategy Social Media Marketing (Meta, Twitter, LinkedIn, Instagram) Content Strategy & Copywriting Email Marketing (Mailchimp, Sendinblue) Google Analytics, Google Ads, Facebook Ads Manager Performance Tracking & ROI Analysis
- Graphic & UI/UX Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD) Figma, Canva Logo & Brand Identity Design
- Soft Skills: Agile/Scrum Methodology Project Management Problem-Solving & Analytical Thinking Team Collaboration & Communication Client & Stakeholder Engagement EXPERIENCE

Projects

- **My Portfolio**

  Built a personal portfolio and tech blog from scratch using Front-End & Back- End

  Designed a responsive and modern layout with custom graphics and animations.

  Set up automated email newsletters and social media sharing features to drive engagement.

  Optimized site speed and implemented schema markup, improving search engine rankings.

- **E-Commerce Platform - ArtisanHub**
  Led the full-stack development of an e-commerce website for local artisans using the MERN stack.

  Integrated PayPal and Stripe payment gateways, ensuring secure transactions.

  Designed the complete UI/UX, including logos, icons, and marketing banners.

  Implemented SEO best practices and ran targeted Facebook ad campaigns, resulting in a 50% increase in site traffic within the first quarter.

Personal Details

- GitHub : https://GitHub.com/matech00

Reference

- **Available upon request.**