

# Amanamabasi Akpan

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<https://officialamaaa.github.io>

## Summary

I design and develop high-end scalable web applications and execute strategic marketing campaigns with sole aim of driving growth.

My educational background in planning and project management, and work experience in the marketing and technology industry, has equipped me with an evergreen arsenal of modern technologies in strategic marketing and web development to efficiently execute web projects and marketing campaigns.

I see myself as an outgoing, detail-oriented, self-motivated person of good character, willing to apply my skills, acquire knowledge as required to suit my work environment and culture.

## Experience

### Frontend Web Developer

iRUN Technology

Jan 2021 - Present (1 year 9 months +)

- Designed and built responsive product pages and user interfaces for company's marketing and promotional needs.
- Created websites and user interfaces, using standard HTML/CSS practices, while incorporating data from back-end databases and services.
- Maintained updated knowledge of new and emerging industry trends and technology.
- Performed refactoring, bug fixes and implemented new features.

### Marketing Executive

SWHAG

Jan 2022 - Jun 2022 (6 months)

- Directed the execution marketing initiatives that drive brand awareness, trial and distribution, including the day-to-day execution of marketing campaigns such as SEO, SEM, Paid Search, promotions, and sales support.
- Measured and reported on performance metrics of marketing campaigns, gain insights, and assessed against goals.
- Employed the use to tools such as Google Analytics, MailChimp, Google Ads, Meta Business Suite, to effectively execute and track campaigns and measure KPIs.

### Marketing Manager

Thesaurus Gardens Limited

Sep 2019 - Jan 2021 (1 year 5 months)

- Met with team members to plan and implement marketing campaigns for digital marketing, content marketing, Social media marketing, B2B Marketing, Email Marketing, brand-building and lead generation that align with overall company goals and targets.
- Coordinated public relations and outreach initiatives, including company announcements,

### **Marketing Executive - Internship**

Thesaurus Gardens Limited

Feb 2019 - Sep 2019 (8 months)

- Assisted in execution of marketing initiatives including the day-to-day execution across marketing campaigns, and promotions.
- Collaborated with team members to execute sales and marketing campaigns, leading brainstorming sessions to execute marketing plans for internal and external projects.

## **Education**



### **University of Uyo**

Bachelor of Urban & Regional Planning - B.URP, Urban and Regional Planning

2014 - 2019

- Major in Project Management, Land Use planning, Physical and Software Modelling
- Application of AutoCAD and Other Software in designs and Presentation.



### **Zero To Mastery Academy**

Web Development & Programming

Jun 2020 - Nov 2020

- A self-paced Complete Web Development Course.



### **freeCodeCamp**

Certificate, Web Development

Aug 2018 - Oct 2018

- A 9-week intensive coding bootcamp learning HTML, CSS, Bootstrap, JavaScript, React, Git, GitHub, Heroku.

### **International Management & Finance Institute, ICT Academy. Uyo.**

Diploma, Diploma in Information Technology

2012 - 2013

- IT Support - UX/UI - Networking

## **Skills**

Digital Marketing • HTML5 • JavaScript • React.js • Google Analytics • Google Ads • Search Engine Marketing (SEM) • Search Engine Optimization (SEO) • Responsive Web Design • Git