

# Atoyebi Paul Ayodele

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## Personal statement

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I am a creative and results-driven IT professional and Digital Marketer with strong expertise in website development, AI-driven web applications, Python programming, and data-focused machine learning. I combine technical skills with digital marketing strategies—including SEO, paid ads, automation, and lead generation—to deliver solutions that boost business performance and drive measurable growth. With experience across WordPress, Shopify, marketing funnels, CRM automation, and email campaigns, I excel at building efficient digital systems that help brands scale and achieve their goals.

## Education

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### Mountain Top University

(September 2023 – April 2025)

Msc Computer Science      Second Class (Upper Division)

### Tai Solarin University

(September 2016 – April 2021)

Bsc/Ed Computer Science      Second Class (Upper Division)

## Skills

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- Website Design & AI Web App(WordPress, Shopify, Replit)
- Python Programming
- Python libraries (Pandas, Numpy, Matplotlib, PyTorch, Scikit-learn, Seaborn)
- Digital Marketing (Google Ads, Meta Ads, SEO, Email Marketing)
- Marketing Funnel Setup & Automation (ClickFunnels, GoHighLevel, Mailchimp)
- Lead Generation & CRM Automation (HubSpot, GoHighLevel, Make)
- Email Campaign Management (Mailchimp, Klaviyo, ActiveCampaign)

## Professional Experience

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### IT Customer Support

ICT Plaza, Redemption City

(December 2022 – Present)

Achievements and responsibilities:

- Respond to customer inquiries and resolve technical issues via phone, email, and Tawkto chat application.
- Document and track customer issues using IT service management software.

- Provide step-by-step instructions and guidance to customers on resolving technical issues using steps recorder & quick assist.

### Email Marketing Specialist

**Elite Auto Match, East Colonial dr, Orlando, Florida.**

(*Remote | July 2025 – October 2025*)

Achievements and responsibilities:

- Planned and executed targeted email marketing campaigns to increase engagement and conversions.
- Developed and optimized email templates, subject lines, and automation workflows in Mailchimp.
- Monitored campaign performance metrics and generated analytical reports.
- Collaborated with the design and sales teams to align email content with brand strategy.

### Website Designer & Digital Marketer

**Secure Life Financial Solution, El Cajon, California.**

(*Remote | December 2024 – June 2025*)

Achievements and responsibilities:

- Designed and managed professional websites to enhance brand visibility and user experience.
- Planned and executed digital marketing campaigns across social media and search platforms.
- Conducted market research and audience segmentation for improved targeting.
- Set up automated lead generation funnels and integrated online sales systems.

## Professional Qualifications

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<a href="#"><u>Technical Support Fundamentals</u></a>	2024
<a href="#"><u>ALX Virtual Assistant</u></a>	2024
<a href="#"><u>Oracle Cloud Infrastructure Certified AI Foundations Associate</u></a>	2025
<a href="#"><u>Oracle Cloud Infrastructure Certified Data Science Professional</u></a>	2025

## References

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References are available upon request.