

CONTACT

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- OWORONSHOKI, LAGOS STATE

EDUCATION

- B.Sc. Computer Science
- Federal University Oye-Ekiti
 - 05/2024 - 06/2025 (Expected Graduation Date)
- Yaba College of Technology, Yaba, Lagos State
 - Higher National Diploma (HND) in Electrical/Electronic Engineering (Upper Credit)
 - 09/2018 - 11/2021
- Yaba College of Technology, Yaba, Lagos State
 - National Diploma (ND) in Industrial Maintenance Engineering (Upper Credit)
 - 09/2018 - 11/2021

SKILLS

- Website Design & Development: WordPress, Squarespace, GoDaddy, Namecheap
- Digital Marketing: SEO (Keyword Research, On-Page SEO, Off-Page SEO, Technical SEO), Content Marketing, Email Marketing, Social Media Marketing, Google Analytics, Google Ads, Paid Social Advertising,
- Design Tools: Figma, Adobe Photoshop, PowerPoint, Canva
- Programming: HTML, CSS, JavaScript, Bootstrap, SQL (Basic)
- Data Analysis: Microsoft Excel, Microsoft Power BI.
- Other: Project Management, Communication (Written & Verbal), Teamwork, Problem-Solving, Time Management,

OYINDAMOLA, AJARAT ADESHIGBIN

WEBSITE DESIGNER & DIGITAL MARKETING SPECIALIST

PROFILE

- Results-oriented and creative Website Designer & Digital Marketing Specialist with proven expertise in creating engaging websites, landing pages, and digital content. Proficient in WordPress, HTML, CSS, and Figma, with a strong understanding of SEO principles and email marketing strategies. Proven ability to drive user engagement, increase conversions, and enhance online visibility through data-driven decisions and creative design solutions. Adept at managing all aspects of digital marketing campaigns, from strategy development to execution and analysis. Eager to contribute my skills and experience to a dynamic and growing company like ElsaDave Consulting Ltd.

WORK EXPERIENCE

Web Developer / Content Creator | NIGERIAN FOOD FAIR (REMOTE)
07/2024 - Present

- Led the redesign of the Nigerian Food Fair website, resulting in a 15% increase in customer retention and improved user navigation.
- Developed and executed a successful email marketing campaign that increased customer engagement by 20% and generated \$X in revenue.
- Managed all aspects of online customer support, resulting in a 40% improvement in customer satisfaction ratings. Utilized Google Analytics to identify key user behavior patterns and implement data-driven optimizations that increased website traffic by 10%.
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Web Developer / Content Creation | FENESTRATION INTEGRATED SERVICE (REMOTE)
04/2023 - 01/ 2024

- Developed and implemented a comprehensive SEO strategy that resulted in a 25% increase in organic traffic and improved search engine rankings.
- Designed and developed engaging landing pages that increased conversion rates for key marketing campaigns by 15%.
- Managed and executed successful social media marketing campaigns that increased brand awareness and engagement.
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Web Developer & App Developer | TASS GROUP OF SCHOOLS (Remote)
01/2024 - 05/2024

- Designed and maintained the school website, providing comprehensive information on school programs, events, and activities.
- Developed a user-friendly mobile application that improved communication between the school and parents, enhancing the overall school experience.

SEO Optimization Specialist & Blog Writer | MEDIXAB.COM (Remote)
06/2023 - 08/2023

- Conducted in-depth keyword research and implemented on-page and off-page SEO strategies that resulted in a 35% increase in organic traffic.
- Wrote and optimized high-quality blog posts that increased user engagement by 20% and improved website dwell time.
- Collaborated with the e-commerce team to develop SEO-optimized product descriptions, resulting in a 15% increase in online sales.