

# ▶ Oluwatobiloba Joshua ADENIJI

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## PROFESSIONAL OBJECTIVE:

I am a web developer and digital marketer with a passion for creating innovative and engaging digital experiences. My objective is to leverage my skills and experience to work with a team of professionals to create high-quality websites and digital marketing campaigns that will deliver measurable results for clients.

## SUMMARY:

I am an accomplished web developer with experience in a range of programming languages and web development tools. I have a proven track record of developing websites that are visually appealing, easy to navigate, and optimized for search engines. As a digital marketer, I have experience developing and executing successful digital marketing campaigns across multiple channels, including social media and paid search.

## EXPERIENCE

### WEBMASTER (ABO) • BANK OF INDUSTRY • NOV 2023 – CURRENT

- Manage and maintain the Bank of Industry's official website, ensuring its functionality, usability, and performance.
- Develop, implement, and update website content, including text, images, and multimedia elements, to reflect current banking products, services, and promotions.
- Collaborate with internal stakeholders, including marketing, IT, and business development teams, to align website strategies with overall organizational objectives.
- Conduct regular website audits to identify and resolve technical issues, ensure compliance with industry standards, and optimize SEO performance.
- Monitor website traffic, user engagement, and conversion rates using analytics tools such as Google Analytics, and implement strategies to improve key metrics.
- Implement security protocols and measures to safeguard sensitive information and protect against cyber threats and attacks.
- Stay informed about emerging web technologies, trends, and best practices to continuously enhance the Bank of Industry's online presence and user experience.

### WEB DEVELOPER/DESIGNER • AUTOMEDSYS • AUG 2023 – DEC 2023

- Utilize programming languages such as HTML, CSS, JavaScript, and frameworks like React.js to create interactive and dynamic web interfaces.
- Ensure website functionality and performance across various devices and browsers.

- Collaborate with UX designers to implement visually appealing and intuitive user interfaces, ensuring a seamless user experience for patients, doctors, and administrators.
- Create wireframes, prototypes, and design mockups to illustrate design concepts and ideas.
- Conduct user testing and gather feedback to enhance website usability and accessibility.
- Integrate telehealth functionalities into the website, allowing for virtual consultations, appointment scheduling, secure messaging, and remote monitoring.
- Work closely with backend developers and third-party APIs to enable real-time data exchange and ensure the security of patient information.
- Optimize website performance, including page loading speed, responsiveness, and overall user experience.
- Conduct regular website audits and implement SEO best practices to improve search engine rankings and visibility.

#### **WEB DEVELOPER • HOUSE OF SOTA • MAY 2023 – AUG 2023**

- Develop website to work properly across Microsoft, Google and Mozilla Browser.
- Produced code in programming languages such as HTML, CSS, JavaScript, PHP and WordPress to create the most effective and clean websites.
- Redesign section of website to create user-friendly, visually appealing experience, increasing daily traffic 100%
- Planning, implementing, managing, monitoring, and upgrading HOUSE OF SOTA website. Responding to and troubleshooting all website issues.
- Identifying and responding to all website security breaches.
- Ensuring that the website is protected by enabling the appropriate security measures. Updating HTML, CSS and JavaScript regularly.
- Conducting content audits to eliminate redundant and/or duplicate information.
- Creating appropriate website content aligned with HOUSE OF SOTA strategy.
- Ensuring website quality and efficiency by conducting regular test plans.
- Improving the user experience of the website regularly.
- Collaborating with all staff and management to ensure that the website aligns with brand strategy and meets the organization's standards.
- Creating strategies to grow subscriber base and web traffic metrics.
- Link to websites: <https://houseofsota.com>

#### **WORDPRESS DEVELOPER • BLACK HISTORY AND LIFESTYLE • MAY 2023 – AUG 2023**

- Developed and maintained custom WordPress themes and plugins
- Troubleshoot and resolved issues with the website
- Optimized website for performance and search engine optimization (SEO)
- Implemented website security measures such as two-factor authentication and regular backups
- Collaborated with team members to improve website functionality
- Link to Website: <https://blackhistoryandlifestyle.com/>

#### **WORDPRESS DEVELOPER • FREELANCER (Upwork) • AUG 2019 – CURRENT**

- Developed and maintained custom WordPress themes and plugins
- Troubleshoot and resolved issues with the website
- Optimized website for performance and search engine optimization (SEO)
- Implemented website security measures such as two-factor authentication and regular backups
- Collaborated with team members to improve website functionality

**WEB DESIGNER • RHEMA HOMES AND ASSETS Akure, Ondo State • FEB 2022 – DEC 2022**

- Collaborate with cross-functional teams to understand project requirements and design visually appealing websites that meet user needs.
- Utilize HTML, CSS, PHP, and JavaScript to create custom templates and themes for WordPress websites.
- Stay up-to-date with latest web design trends and technologies to ensure websites are visually appealing and functional.
- Gather and evaluate the technical requirement for each site to produce the best code.
- Integrate Real Estate and Ecommerce strategies into client website to meet business demands.
- Link to website: <https://rhemahomesandassets.com/>

**DIGITAL MARKETING / SEO ANALYST • Sure Diagnostic Centre • AUG 2021 – DEC 2022**

- Monitored digital trends and audience behavior to guide online engagements strategy.
- Negotiated placement of search engine and directory listings for optimal result
- Nurtured corporate and influencer partnership to reach new audiences and strengthen referral network.
- Reviews digital assets such as text and graphic to improve presentation for strategic SEO, display and usability on different devices.
- Managed online marketing strategies such as promotions, viral campaigns, and social media engagement to successful meets marketing objectives.
- Evaluate search engine patterns and directed online keyword and content placement to optimize exposure in search engine.
- Monitor social media and Google Analytics
- Optimize paid advertising campaigns using SEO and other tools.
- Report on the growth and analytics of campaigns to stakeholders
- Scale campaigns to maximize ROI.
- Monitor project status.
- Conduct market research to inform campaigns.
- Answer all incoming calls and redirect them to appropriate channels.
- Link to website: <https://surediagnosticonline.com/web/>

**DIGITAL MARKETING / WEBSITE DESIGNER • HEALTHY PADI • JUN 2021 – JUN 2023**

- Increased website traffic by 30% and generated 25% more leads and revenue by creating and executing digital marketing strategies, developing and maintaining company websites, and optimizing website content and structure for search engine rankings and user experience.
- Improved website functionality by designing and implementing custom WordPress themes and plugins, and developed e-commerce solutions using Magento while integrating payment gateways such as PayPal and Stripe.
- Ensured 99% uptime and site performance by managing web hosting and server administration, and collaborated with cross-functional teams to execute successful product launches and promotions.
- Link to website: <https://healthypadi.com.ng>

**JUNIOR FLUTTER DEVELOPER • PODS FINANCIALS, IBADAN • AUG 2022 – JAN 2023**

- Built responsive, accessible and mobile pages to enable users to navigate site effectively and efficiently
- Integrated phone number authentication at registration.
- Built and maintained the group chat feature of the app.
- Collaborated with senior developers to migrate to a new payment gateway.

- Worked in a collaborative environment to receive design requirements and test applications.
- Assisted in the design and development of the app's UI/UX
- Worked with a team of developers to ensure timely delivery of the app

## EDUCATION / CERTIFICATION

- BACHOLAR OF SCIENCE: COMPUTER SCIENCES •SEPT 2016 - JUN 2021 • FEREDAL UNIVERSITY OYE-EKITI • Second Class Upper (3.78 CGPA)
- WEB DESIGN DIPLOMA • AUG 2021 – DEC 2021 • COMPLETE COMPUTER TECHNOLOGY
- HIGH SCHOOL DIPLOMA •SEPT 2010 - AUG 2016 • BETHANY COLLEGE AKURE.

## SKILLS

- Front-end Development: HTML, CSS, JS, React JS, FLUTTER & DART
- Back-end Development: PHP, Laravel,
- Mobile app Development: FLUTTER & DART
- Content Management Systems (CMS): WordPress, WebFlow, Shopify, Wix
- Design Tools: Figma, Adobe Photoshop
- Version Control: GitHub, Git
- Prototyping: Figma
- Multitasking
- Teamwork
- SEO
- Digital Marketing: Facebook ads, Instagram ads, Google Ads
- Analytical Thinking
- Creative Thinking
- Googling
- Google Analytics
- Microsoft Office suite (Outlook, Teams, Word, PowerPoint, etc.)
- Mailchimp

## CERTIFICATIONS:

- Certified Web Designer (CWD) AT COMPLETE COMPUTERS TECHNOLOGY.

## PROFESSIONAL MEMBERSHIPS:

- International Association of Web Designers (IAWD)

## HOBBIES:

- Coding
- Listening to Music
- Gaming
- Reading

## PROJECTS:

- BANK OF INDUSTRY: <https://boi.ng>
- HOPELAND HEALTH: <https://hopelandhealth.com/>

- **BLACK HISTORY AND LIFESTYLE AWARD** - <https://blackhistoryandlifestyle.com/>
- **AFRICAN CULTURAL CENTER LOS ANGELES** - <https://africanculturalcenterla.com/>
- **HOUSE OF SOTA** - <https://houseofsota.com/>
- **HOY GLOBAL** - <https://hoyglobal.com/>
- **Autocare Plus** – <https://autocareplus.com.ng>
- **Sure Diagnostic Centre** - <https://surediagnosticonline.com/web/>

### **INTERESTS:**

- Enthusiastic about learning new technologies and keeping up with industry trends.
- Enjoy participating in hackathons and other technical events.
- Passionate about community service and volunteering.