

IFEOLUWA WEALTH

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PROFESSIONAL STATEMENT

As an avid Information Technology enthusiast with 6 years of professional working experience, I am passionate about leveraging technology to develop knowledge and potential, challenging the status quo. I stay up-to-date with the latest advancements and trends in the industry. With expertise in web design, SEO, E-commerce operations, PPC advertising, social media marketing, and email marketing, I consistently achieve measurable results and deliver engaging, visually appealing digital assets that align with business objectives.

PROFESSIONAL SKILLS

- Team Management
- Project Management
- E-Business Operations
- E-Commerce Operations
- Data Analytics
- Website Management
- Digital Marketing
- Email Marketing
- Search Engine Optimization
- Social Media Management

PROFESSIONAL EXPERIENCE

WTG IT SOLUTIONS (Retail)

(December 2022 – August 2023)

Position: E-commerce Specialist (Operations, Marketing, E-commerce)

Skills: Website Design, Digital Marketing, Email Marketing, Search Engine Optimization, Leadership

► Achievements

- Oversees and manages the operations of E-Commerce in Nigeria and ensures seamless day-to-day activities.
- Successfully designed and launched visually appealing and user-friendly websites that not only met but exceeded business expectations, resulting in improved customer satisfaction and engagement.
- Achieved a significant increase in the ROI (return on investment) for digital marketing campaigns by implementing strategic budget management techniques and optimizing ad targeting and placements, thereby maximizing revenue.
- Spearheaded efforts that led to a notable increase in monthly revenue sales and contributed to the company's financial growth.
- Proactively managed and nurtured the marketplace platform, driving substantial growth in sales, expanding the product catalogue, and enhancing the overall shopping experience for customers.
- Diligently monitored the brand's online assets and swiftly responded to user complaints, fostering increased brand loyalty and saving the company from potential negative trends or reputation damage.

CREATRIX EMPIRE (Digital Agency)

(May 2022 – December 2022)

Position: Digital Marketing Strategist

Skills: Digital Marketing, Web Management, Search Engine Optimization, Email Marketing, Leadership

► Achievements

- Oversees the brand's online media growth and gives direction on projected growth.
- Increased YouTube income revenue by over 85% per cent.
- Managed and redesigned the company 3 website brands with regular updates
- Improved the website presence through Search Engine Optimization.
- Managed client projects (Website design, SEO, Digital Marketing)

PULSE AFRICA (Digital Media Publishing)

(May 2020 – April 2022)

Position: Email Marketing Manager - (*Remote*)

Skills: Email Marketing, Automation

▶ **Achievements**

- Manages email newsletter across Africa for all Pulse products and Pulse clients
- Improved the newsletter mobile user experience.
- Increased the Open and Click rate of the newsletters.
- A/B test with different templates and CTAs and sticking with the best according to the global standard.
- Tracked and analyzed email marketing campaign performance and manage database (list and segmentation) of emails for lead generation that would be passed on to the sales team

DREAMWORKS INTEGRATED SYSTEMS LTD (Retail)

(May 2019 – Feb 2022)

Position: E-Operations Supervisor (Operations, Marketing, Ecommerce)

Skills: Website Design, Digital Marketing, Email Marketing, Search Engine Optimization, Leadership

▶ **Achievements**

- Achieved quarterly digital campaigns marketing KPIs with OEM brands (Intel, HP, Canon, Asus et al.) and external vendors (business).
- Increased brand awareness offline (increase in footfall to stores) and online (having over 500,000+ monthly page views with Alexa ranking from 15,000 + to 648 in Nigeria and from 722,303 to 90,332 in the world)
- Single-handedly redesign the website to improve user experience.
- Created the application version of the website on both Google Play Store and App Store.
- Supervised the complete project launched for the distribution platform.

GOSPEL LIFE CHRISTIAN BIBLE MINISTRY (Religion)

(Jan 2013 – Dec 2018)

Position: Social Media and Web Manager

Skills: Social Media Management, Website Design.

▶ **Achievements**

- Developed and executed social media strategies to drive brand awareness and engagement.
- Monitored and responded to comments, messages, and mentions across social channels.
- Manage website updates, including content creation, product listings, and blog posts.
- Optimize website performance, speed, and mobile responsiveness.
- Analyzed and reported on social media and website performance for better results.

EDUCATIONAL QUALIFICATIONS

Higher National Diploma, Computer Science (2023)

Lagos State Polytechnic

National Diploma, Computer Science (2017)

Moshood Abiola Polytechnic

PROFESSIONAL CERTIFICATE/TRAINING

- Email Marketing for Media (SailThru, 2022)
- E-Commerce Framework and Drivers (MSM, 2021)
- Soft Skills Training Certification (Jobberman, 2021)
- Improved SEO for Ecommerce Site (*LinkedIn*, 2020)
- Data Science and Analysis (*IBM*, 2020)
- Google Digital Marketing Skills (*Google*, 2019)
- Google Analytics Academic (*Google*, 2019)
- Web Development (*Pamma Technologies*, 2014)

SKILLS, TOOLS AND INTEREST

- **Web Development:** Shopify, WordPress (Elementor , WP Bakery), Ecommerce (Vendor Management)
- **Technical Development:** Server-Side Configuration (Cpanel, VPS, WHM, Amazon AWS)
- **Digital Marketing:** PPC – Per Per Click (Meta Business Manager, Google Ad Manager and Keywords Planner), Email Marketing (Sailthru, MailChimp, Sendy, Netcore), SEO - Search Engine Optimization (RankMath, Yoast, Ahref, SEM-RUSH), SEM (Search Engine Marketing), SMM (Social Media Marketing), SMS, Web and Push Communications.
- **Data Analysis:** Google Analytics & Search Console
- **Social Media Management:** LinkedIn, Facebook, Twitter, Instagram, YouTube, Tiktok, Medium, Pinterest. Etc...
- **Interest:** Graphics (Adobe Photoshop), Video (Adobe Premier)

PERSONAL ATTRIBUTE

- Leadership and supervisory skills
- Good verbal and written communication skills
- Independent and self-sufficient in handling tasks
- Collaborative with group and engagement in teamwork
- Project Management
- Time management
- Keen to learn new things
- Researching

AWARDS

Dreamworks Integrated System
- *Award of Excellence*

Naijahacks 2018

- *Best hack/website hosted on a DOT TECH domain - <https://devpost.com/ifeideas/challenges> – Mother's tongue: <https://devpost.com/software/mother-s-tonguer>*

HOBBIES

- Reading to explore mind's creativity
- Travelling
- Listening to music

REFEREES

Available on request