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BUSUYI OMOTOSHO .J

Full-Stack Web Developer (MERN Stack) |
WordPress Developer

LinkedIn: <https://www.linkedin.com/in/busuyi-omotosho>

GitHub: <https://github.com/busuyiomotosho>

Skills

Dev. Stack: HTML, CSS, Javascript, MERN Stack (MongoDB, ExpressJS, React, and Node.JS), SQL (PostgreSQL, MySQL), Next.JS, WordPress, jQuery, PHP, Kubernetes, Docker, JWT, OAuth, Auth0, RESTful API, Python, Flask, Git.

Other Skills: Product Design (Adobe XD and Figma), Graphic Design with Adobe Creative Suite, Video Editing, Digital Marketing and SEO.

Experience

11.2021 till date

Full-Stack Web Developer (Freelance)

The Hook Creative Agency, Magodo, Lagos | www.thehook.ng

- Developed a range of websites and web applications tailored to client specifications utilizing a diverse set of web technologies, including HTML, CSS, JavaScript, PHP, and WordPress. This required a deep understanding of these languages and technologies, allowing me to choose the best-fit solution for each unique project.
- Collaborated closely with a creative team of graphic and UI/UX designers. In this collaborative environment, I leveraged my technical skills to bring design visions to life, implementing design features that not only looked good but also improved the overall user experience.
- Prioritized cross-platform optimization, ensuring every website and web application I built was fully responsive. This involved a keen understanding of mobile-first design principles and the application of advanced CSS and JavaScript to guarantee optimal performance on mobile devices.
- Maintained a proactive approach to post-deployment tasks, performing regular website and web application maintenance to address any emerging issues quickly. This involved frequent backups to prevent data loss and regular updates to ensure all websites and web applications remained secure and up-to-date.
- Expanded my tech stack by learning and implementing newer technologies like ReactJS, NextJS, and NodeJS, and applied them in various projects. This drive to learn and adapt not only amplified my skill set but also allowed me to bring a fresh, innovative approach to each project.
- Engaged in continuous learning by enrolling in Udacity's Full-Stack Developer Nanodegree program and various courses on Udemy. These courses equipped me with new skills such as MongoDB, ExpressJS, React, NodeJS, and much more, making me a versatile developer capable of tackling a wide range of web development projects.

Education

2022

Udacity

Full-Stack Developer Nanodegree

2009 - 2013

Infrastructure University Kuala Lumpur,
Malaysia

**Bachelor of Science: Business Administration
in E-Commerce**

Skills: HTML CSS JavaScript Bootstrap React.JS Next.JS Express.JS Node.JS Git JWT SEO CI/CD
RESTful API PostgreSQL MySQL MongoDB WordPress Python Flask Photoshop UI Design

11.2020 - 05.2022

Head of IT/Digital Marketing Lead

Pristine School of Management, Ikeja Lagos | www.psmgt.org.uk

- Successfully implemented and managed Pristine's Learning Management System (LMS), ensuring all components such as lecture dates, materials, and assignments were accurately updated. This responsibility required proficiency in managing and operating the LMS platform and a deep understanding of the educational process.
- Conducted LMS training sessions for staff and students, improving overall user proficiency and satisfaction.
- Handled all LMS related issues, providing prompt and efficient resolution to user complaints and challenges.
- Led the development and ongoing maintenance of the institution's website using HTML, CSS, JavaScript, and WordPress. I ensured the website was continually optimized and updated to meet the evolving needs of the institution.
- Played a crucial role in maintaining the institution's brand identity. I designed and implemented the institution's logo across all official documents and digital platforms, contributing significantly to brand recognition and consistency.
- Conceptualized, developed, monitored, and optimized advertising campaigns using various digital marketing tools like Google Ads, Meta Ads, and Google Analytics. This resulted in an average of 50 high-quality leads per ad campaign each week.
- Managed the digital marketing team, leading efforts to increase brand awareness and engagement across various social media channels. Our collaborative efforts significantly boosted social media engagement and lead generation.
- Regularly conducted in-depth industry analyses to stay updated with the latest trends, competitor activities, and best practices. This included monitoring competitors' websites, ad placements, keyword usage, bid placements, landing pages, and social media strategies, ensuring our institution remained competitive in the digital space.

Skills: HTML CSS JavaScript Bootstrap Google Ads Meta Ads Google Analytics SEO PHP UI Design
LMS Management MySQL WordPress Adobe Creative Suite Digital Marketing Technical Support

01.2019 - 03.2020

Digital Marketing Executive and Junior Web Developer

Metropolitan School of Business and Management UK (Lagos Campus), Ikeja, Lagos | www.msbm.org.uk

- Developed and optimized paid client ads across Facebook/Instagram, Google, and LinkedIn, delivering an average of 50 quality leads per week, thereby boosting the brand's online presence and engagement. This was achieved by leveraging my knowledge in digital marketing and data analysis.
- As part of a team, participated in the redesign of MSBM's global website and custom Learning Management System using HTML, CSS, JavaScript, jQuery, Bootstrap, Civic Theme, and PHP. This included implementing a new UI design layout, improving content, and incorporating visually appealing graphics.
- Regularly monitored website performance and implemented improvements as necessary to ensure optimal user experience and achieve business objectives.
- Leveraged Adobe Creative Tools (Photoshop, Illustrator, InDesign) to create compelling web promotional materials, enhancing the brand's visual identity.

- Performed in-depth competitor analyses, assessing factors such as ad placements, keyword use, placement bids, and landing page strategies, to stay abreast of industry trends and maintain a competitive edge.
- Utilized multiple programming languages, digital marketing strategies, and UI/UX design principles, continuously seeking to expand my skillset and stay updated with the latest technologies.
- Demonstrated the ability to work effectively in a team-oriented environment, consistently meeting and often exceeding project objectives.

Skills: HTML CSS JavaScript Bootstrap Google Ads Meta Ads Google Analytics SEO PHP UI Design
LMS Management MySQL WordPress Adobe Creative Suite Digital Marketing jQuery

01.2018 - 01.2019

E-Commerce Manager

Phones for All Nigeria Limited, Ikeja, Lagos | www.phonesforallng.com

- Developed a new e-commerce website from scratch using WordPress and WooCommerce, which involved writing and implementing code in HTML, CSS, JavaScript, and PHP. This resulted in an efficient and user-friendly platform that streamlined the online purchasing process.
- Devised and implemented a successful e-commerce business model, setting a strategic vision and operational plans that fostered the company's growth in the online sales sector.
- Designed and monitored paid client ads on Facebook/Instagram, leading to a 25% increase in daily sales.
- Designed creative digital and print marketing materials such as brochures, banners, and social media posts in collaboration with a creative team of four. Used Photoshop for graphic designs, contributing to brand awareness and visual appeal.
- Managed all aspects of business operations including financial tracking, inventory coordination, and customer service. Used my organizational and managerial skills to ensure efficient operation and customer satisfaction.
- Built and maintained strong relationships with supply vendors and distributors, negotiating bulk purchases and securing favorable discounts.
- Managed the brand's social media marketing strategy to boost online presence, customer engagement, and sales. This involved creating content, scheduling posts, monitoring metrics, and adjusting strategies based on performance.

Skills: HTML CSS JavaScript Bootstrap Google Ads Meta Ads Google Analytics SEO PHP UI Design
B2C E-Commerce MySQL WordPress Adobe Creative Suite Digital Marketing WooCommerce

11.2014 - 05.2017

Web Developer/Digital Marketing Executive

Higher Study Nigeria Limited, Lekki, Lagos | www.higherstudynig.com

- Created and launched an SEO-friendly website using WordPress, HTML, CSS, JavaScript, and PHP, enhancing the company's online presence and facilitating a user-friendly interface for customers and prospects.
- Conceived and implemented a fresh logo for the company, which is now widely recognized across all platforms and print materials, playing a pivotal role in the company's branding strategy.

- Managed both digital and traditional marketing campaigns to boost brand awareness and drive web traffic. This involved creating targeted content, selecting appropriate channels, and monitoring campaign performance for ongoing optimization.
- Successfully developed and monitored paid client advertisements on Facebook/Instagram, resulting in an average of 10 high-quality leads per ad per week. This was achieved through strategic ad placement, engaging content creation, and data-driven optimization.
- Leveraged Adobe Creative Tools, including Photoshop, Illustrator, and InDesign, to design visually compelling promotional materials for both web and print mediums.
- Designed and implemented an internal Database Management System (DBMS) using Microsoft Access for efficient storage, tracking, and retrieval of client data. This system improved internal data handling processes, resulting in better client relationship management and business decision-making.
- Cultivated a robust brand presence on social media by creating and managing various channels. This strategy significantly boosted social media engagement and contributed to overall brand awareness.

Skills: HTML CSS Digital Marketing Google Ads Meta Ads Google Analytics SEO Content Management
Video Editing DBMS WordPress Adobe Creative Suite PHP UI Design Social Media Management

03.2012 - 06.2012

E-Commerce Personnel (Intern)

Asian Secrets SDN. BHD., Kuala Lumpur, Malaysia

- Assisted with daily administrative duties
- Used Adobe Creative Suite to design initial campaign concepts
- Assisted marketing coordinators and graphic designers with website copywriting, proofing, and content update.
- Performed market analysis and researched the latest trends
- Drafted weekly e-newsletters to subscribers and set up campaigns using MailChimp

Skills: HTML WordPress Adobe Creative Suite Email Marketing SEO Content Management

Some Functioning Completed Projects

Dudden Hill Next Program - www.duddenhill-next.org
(E-Learning Platform)

Shushan World - www.shushantravels.com
(Vacation Booking Website)

Twelve 03 Meals - www.twelve03.online
(Food Ordering Website)

Breeze Energy Nigeria - www.breezenergy.com
(Company Portfolio Website)

Dudden Hill Foundation Website - www.msbm.org.uk
(NGO Website)

MSBM UK - www.msbm.org.uk
(Global website and Custom LMS)

Makarios Jewelry Store - www.makariosstore.com
(Jewelry Shopping Website)

Several Completed/Ongoing Personal Projects -
<https://github.com/busuyiomotosho>