

OLAWUYI, MATTHEW AWOFISAYO

☎ 08167306347, 08051433513

☎ olawuyi.com.ng

☎ olawuyiawofisayo@gmail.com

Oworoshoki, Lagos State.

PROFESSIONAL PROFILE

Proficient and creative WordPress Developer with a strong history in Website Management and Development. Experienced in Digital Marketing, SEO, PPC campaign creation and Brand Management. Expert in all aspects of WordPress website creation, including design, plug-ins, and implementation. Skilled in creating engaging and interactive websites. Excel at team projects and leadership. Dedicated to superior customer service at all levels from the first meeting with a client to the website maintenance after launch.

Portfolio: Olawuyi.com.ng

EDUCATIONAL BACKGROUND

B.Sc. Microbiology

2015 - 2019

University of Ilorin, Ilorin, Kwara State.

West African Senior Secondary Certificate Examination (WASSCE)

Blessed Assurance College, Ijegan, Lagos State.

2006 - 2012

WORK EXPERIENCE

OLISA AGBAKOBA LEGAL, ABUJA & LAGOS, NIGERIA.

April 2022 – Till date

Communication & Branding Manager/Web Manager

- Designing and managing the website front-end and Designing and managing the website back-end including database and server integration.
- Ensures marketing communications are coordinated and organized, including the development and distribution of all Firm marketing materials
- Creates, manages and otherwise oversees the Firm 's digital marketing and Social Media & Content Marketing
- Develop and implement programs that reinforce the marketing priorities for the Firm.
- Supports the coordination of the Firm's digital marketing activities, with an emphasis on content maintenance, content creation and analytics
- Collaborate to successfully translate marketing strategies into effective marketing tactics across all marketing channels
- Works with each practice area to coordinate and develop assessments of emerging industry trends and issues to provide insight on service offerings
- Leads and helps coordinate PR efforts (press releases, service announcements, etc.)
- Responsible for the Firm's online reputation through reporting, strategic planning and monitoring
- Update Firm blogs and publish content written by lawyer-bloggers.
- Support the Firm's SEO activities, researching keywords, keyword trends, and monitoring reporting dashboards

J3-HOLDINGS, YABA, LAGOS STATE.

Digital Communications Executive

January 2022 – Till date

Web Development: Responsible for the development and construction of the group websites, ensuring the website meet user expectations by ensuring they look good, run smooth and user friendly.

Digital Branding: Responsible for the total digital image that the brands present outside the world with continuous development, implementation, brand management and marketing campaigns that promote the company and its Product/services.

Digital Marketing: Directly responsible for helping to maintain our brands by working on marketing campaigns, performing market research, strategizing with other marketing professionals and creating content to aid in the success of marketing campaigns.

Social Media Management: responsible for overseeing the company's interactions with the public by implementing social media platforms' content strategies, monitor the level of engagement on all platforms; and galvanize immediate response to any communication from the public, analyzing engagement data, identifying trends in customer interactions and planning new digital campaigns to build our followers into a vibrant community online.

IT Support: Provide IT support for staff whom may have minor issues with the laptops or other devices being used for official assignments, promptly escalate to Admin dept when devices or users have IT or Technical issues which may require the attention of external consultants.

Web Developer/UX Designer/Digital Marketer

August 2021 – December 2021

- Creating website layout/user interface by using standard HTML/CSS practices.
- Integrating data from various back-end services and databases.
- Responsible for maintaining, expanding, and scaling the company's website.
- Creating content calendars for social media posts and campaigns.
- Creating social media marketing strategy plans all brands under J3 Holdings group.
- Using the appropriate colours and layouts for each graphics design for all brands.
- Development of the overall digital marketing strategy.
- Implement digital marketing activities across a broad range of digital marketing channels (SEO, SEM, Social Media Management, Email Marketing, Social Media Ads Campaign).
- Preparing Social Media and google ads campaigns strategies and budget.

PSYCHE VISIONS, USA/NIGERIA.

May 2021 – Till date

WordPress Web Developer (Remote)

- Designing and building the website front-end.
- Creating the website architecture.
- Designing and managing the website back-end including database and server integration.
- Generating WordPress themes and plugins.
- Conducting website performance tests.
- Troubleshooting content issues.
- Conducting WordPress training with the client.
- Monitoring the performance of the live website.

TALHUB DIGITAL, TALINN, ESTONIA AND AMUWO ODOFIN, LAGOS STATE.

April 2021 – December 2021

WordPress Web Developer (Remote)

- Meeting with clients to discuss website design and function.
- Designing and building the website front-end.
- Creating the website architecture.
- Designing and managing the website back-end including database and server integration.
- Generating WordPress themes and plugins.
- Conducting website performance tests.
- Troubleshooting content issues.
- Conducting WordPress training with the client.
- Monitoring the performance of the live website.

YOUFIRST GLOBAL INVESTMENT, IBADAN, OYO STATE.

March 2021 – June 2021

Digital Marketer/Graphics Designer

- Maintenance of the company's website.

- Social Media Manager for the company's social platforms.
- Graphics design by creating an image that portrays the company's identity.

RARE CONCEPT SOLUTION, IBADAN, OYO STATE.

August 2018 – December 2020

Head of Designs (Web Design and Graphic designs) (Remote).

- Designing and building the website front-end.
- Creating the website architecture.
- Designing and managing the website back-end including database and server integration.
- Generating WordPress themes and plugins.
- Conducting website performance tests.
- Troubleshooting content issues.
- Monitoring the performance of the live website.
- Graphics design by creating an image that portrays the company's and client's identity through info graphics sent by the content creator.

CANWEST MEDIA, OLUYOLE ESTATE, IBADAN, OYO STATE.

August 2020 – December 2020

Web Manager and Graphics designer.

- Development of the company's website.
- A Web consultant for the company's client.
- Graphics design by creating an image that portrays the client's identity through info graphics sent by the content creator.

National Youth Service Corp (NYSC) -

Abadina College, University of Ibadan, Ibadan, Oyo State.

November 2019 - October 2020

**Microbiology Department, University of Ilorin, Ilorin, Kwara state.
Research Assistant.**

January 2019 – February 2020

- Cleaned and disinfect equipment and workstation in compliance with health and safety regulations.
- Set up, maintained and verified sterility of lab equipment and tools.
- Maintained excellent attendance record, consistently arriving to work on time.
- Surfing the internet for recent journals to support research works

INDUSTRIAL TRAINEE -

Nigeria Air Force laboratory, Ikeja, Lagos State.

July 2018- October 2018

Laboratory scientist.

- Utilized expertise in Microbiology, chemistry and hematology to help with diagnoses of medical issues.
- Handled specimens according to laboratory protocols to maximize accuracy and precision of results.
- Maintained excellent attendance record, consistently arriving at work on time.
- Conduct evaluations for as many as 50 patients daily including urinalysis, chemical analysis and hematology.
- Maintained confidentiality of all patients' information to conform to internal and other regulatory standards.
- Kept laboratory equipment clean and in good working order for optimal functionality and longevity.

The Polytechnic, Mayfair, Ile-Ife, Osun State.

November 2014 – November 2017

Admin Office Personnel and Computer Operator.

- Maintained excellent attendance record, consistently arriving at work on time.
- Recording and keeping of student's payment receipts.

CERTIFICATION

- Digital Marketing

Psyche Visions Academy (2022)

SKILLS

- Web development
 - Digital Marketing
 - Graphic design/Branding/UX Design
 - Search Engine Optimization
 - Social Media Management
 - Creativity
 - Computer Operation
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HOBBIES

Travelling, Meeting People, Reading, and Surfing the Internet.

REFERENCES (Available on Request).