

- DONALD OKECHUKWU OBI -

Experienced Web Project Manager, Website Designer, Developer and Digital Marketer with over 7 years of experience in creating and deploying websites and applications, managing IT products, and executing data-driven digital advertising campaigns.

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TECHNICAL & SOFT SKILLS

- ▶ Web Project Management
- ▶ Web Development : JavaScript, Laravel, PHP, MySQL
- ▶ Web Design : HTML/CSS, WordPress
- ▶ Graphics Design : Adobe Photoshop
- ▶ User Interface (UI) Design : Figma
- ▶ User Experience (UX) Design, Research & Testing
- ▶ Web Server Administration
- ▶ Digital Marketing : Social, Search and Display Ads
- ▶ CRM: HubSpot, Zoho CRM
- ▶ Search Engine Optimization (SEO)
- ▶ Email Marketing (Mailchimp and HubSpot)
- ▶ Analytics : Google Analytics, Microsoft Clarity
- ▶ Content Marketing : Ahrefs, Moz, SEMrush
- ▶ Copywriting & UX Writing
- ▶ Data Analysis
- ▶ Reports Preparation
- ▶ Sales & Business Development
- ▶ SaaS Product Management

PROFESSIONAL EXPERIENCE

Freelance (*Post-grad Student*), Winnipeg, Manitoba

Website Designer & Digital Marketer

10/2023 – 07/2024

- ▶ Designed and built websites for various clients using HTML/CSS, PHP, and WordPress.
- ▶ Managed Google search advertising campaigns and optimized performance.
- ▶ Increased social media engagement for clients through strategic content creation.
- ▶ Created reports on advertising campaign performance and user behavior
- ▶ Analyzed data from Google Analytics and Microsoft clarity heatmaps to optimize website performance
- ▶ Implemented conversion tracking and integrated leads into HubSpot CRM.

Ascend Digital Marketing & Media, Abuja, Nigeria

Founder (Web Project Manager & Web Designer)

03/2022 – 10/2023

- ▶ Managed web design and development processes, from concept to final implementation
- ▶ Provided product design and digital marketing consultancy.
- ▶ Ensured quality and consistency of websites, application interfaces, user experience, and branding.
- ▶ Executed integrated digital marketing campaigns across multiple channels (search, display, social, direct)
- ▶ Created websites and web applications using HTML/CSS, JavaScript, PHP, Laravel, Webflow and WordPress.

Bex-IT Digital Solutions, Abuja, Nigeria

Business Development Manager & Lead Designer (UI/UX)

01/2020 - 03/2022

- ▶ Translated client requirements into deliverables and managed the design team to ensure adherence to specifications.
- ▶ Led the design team on 18+ projects, including websites and web applications.

- ▶ Conducted UI/UX research and testing for in-house digital products (Sites®: Site Builder, BizCard: Virtual Business Cards, eBex: Landing Pages Generator).
- ▶ Developed and executed in-house sales forecasts and marketing strategies.
- ▶ Engaged clients to identify their needs and present the company's services.
- ▶ Identified and pursued new business opportunities and potential clients.
- ▶ Drafted proposals, presented product features, and service options, and secured sales.
- ▶ Negotiated contracts for applications, websites, and marketing campaigns.

Ascend Digital Marketing & Media, Abuja, Nigeria

Founder (Web Designer & Digital Marketing Manager)

07/2017 - 12/2019

- ▶ Managed and collaborated with development teams to implement interface designs.
- ▶ Managed the end-to-end website design process, from initial concept to final implementation for 20+ clients.
- ▶ Created 15+ Websites using WordPress (Elementor, Visual Composer/WpBakery, and Custom Themes)
- ▶ Created search/pay-per-click (PPC) and display ad campaigns on Google, Facebook, and Instagram Ads.
- ▶ Conducted keyword research and executed on-page and off-page SEO strategies.
- ▶ Implemented analytics, conversion tracking, and provided actionable reports.
- ▶ Utilized marketing campaign data to optimize applications and web projects for conversion and ROI.
- ▶ Collaborated with developers, designers, and content writers to execute integrated marketing campaigns.
- ▶ Ensured quality and consistency of design deliverables (interfaces, user experience, and branding).

ASO Savings & Loans Plc. (Mortgage Bank), Abuja, Nigeria

Internal Audit Officer

11/2014 - 03/2017

- ▶ Conducted compliance & operational audits to assess adherence to standard operating procedures (SOP's).
- ▶ Assessed organization, branch, and department-level risk levels.
- ▶ Reviewed data from various departments and provided process improvement recommendations.
- ▶ Conducted investigative audits for violations of laws, policies, and regulations.
- ▶ Prepared audit reports with actionable recommendations.

EDUCATION

Web Development (Graduate Diploma) • The University of Winnipeg (PACE), Winnipeg, Manitoba, CA

August 2023 – August 2024

Accountancy (BSc. 2nd Class Upper) • The University of Nigeria (UNN), Enugu, Nigeria

August 2008 – August 2012

CERTIFICATES

Google Analytics Certification • [View Certificate](#) 08/2024 - 08/2025

Google Ads Search Certification • [View Certificate](#) 08/2024 - 08/2025

HubSpot Content Marketing Certification • [View Certificate](#) 08/2024 - 08/202