OYEWOLE OLUSOJI

CONTACT

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SUMMARY

Innovative Web Developer & SEO Specialist with expertise in Frontend Development, Dynamic WordPress Development, and SEO (On-page & Off-page). Skilled in building custom, scalable, and user-friendly websites across diverse industries, from e-commerce to EdTech and digital marketing platforms. With over 4 years of SEO experience, I create websites that are not only visually appealing but also optimized for high search engine visibility and business growth. Adept at managing multiple client projects, implementing custom features, and integrating performance-driven solutions. Passionate about combining technical expertise, design, and digital strategy to deliver impactful online experiences.

OBJECTIVE

Results-driven Web Developer with vast knowledge in Frontend Development and a deep understanding of Dynamic WordPress Development, creating responsive, user-friendly, and high-performing websites. With 4 years of hands-on experience in SEO (On-page and Off-page), I specialize in building websites that are not only visually appealing but also optimized for search engines, ensuring maximum visibility and business growth. I aim to leverage my technical expertise and SEO background to deliver impactful digital solutions that drive results.

PROFESSIONAL EXPERIENCE

WORDPRESS DEVELOPER   Jobs.betternship, Remote

Designed and developed a custom job portal that allows recruiters to post job listings with a credit-based system (1 credit deducted per listing).

Built a smart job-matching feature that automatically connects users to jobs that align with their skill sets, improving application relevance and user satisfaction.

Enabled free applications for job seekers while creating a monetization structure for job listers.

Developed intuitive dashboards for both employers and job seekers, ensuring smooth navigation and functionality.

Optimized the platform for speed, security, and SEO to increase visibility and engagement.

WORDPRESS DEVELOPER   Traziti , Remote

Managed and delivered client websites for the agency, building each site dynamically with WordPress to ensure flexibility, scalability, and ease of content management.

Successfully handled 7+ client projects, tailoring designs and functionalities to meet unique business needs across different industries.

Collaborated with the agency's marketing team to align website builds with clients' digital strategies, ensuring SEO-friendly structures and optimized performance.

Implemented custom features and integrations to enhance user experience and support client campaigns.

Provided ongoing maintenance, troubleshooting, and performance optimization for client websites.

WEB DEVELOPER   Locus Africa , Remote

Built and deployed a full EdTech website that empowers learners to enroll in and take courses directly on the platform.

Developed a tutor dashboard enabling instructors to upload courses, create assignments, and grade students, streamlining online teaching and learning processes.

Implemented user authentication and role-based access control to manage student and tutor interactions securely.

Optimized the platform for scalability and responsive design, ensuring seamless use across devices.

Integrated SEO best practices to enhance visibility of course offerings and attract more learners.

WORDPRESS DEVELOPER   Wholesales Biscuit , Remote | **May 2025**

Designed and developed a full e-commerce website from scratch, implementing a clean, responsive, and user-friendly interface that streamlined the shopping experience.

Built a custom shipping calculator that dynamically calculates delivery costs based on customer location and product weight, improving pricing accuracy and transparency.

Integrated secure checkout, product catalog management, and inventory tracking to ensure smooth business operations.

Optimized the site for SEO (on-page), ensuring product pages ranked well on search engines and attracted organic traffic.

Delivered a scalable and high-performing platform that supported growth in online sales and enhanced customer satisfaction.

AKWAABA (VACATION BOOKING WEBSITE)   Web Developer , Remote | **April 2025 - May 2025**

Developed and maintained the frontend of Akwaaba.app, a discovery-platform connecting users to verified local businesses, events, rewards, promotions, and personalized travel itineraries.

Ensured responsive and user-friendly UI design, optimizing performance across devices and browsers

Integrated SEO best practices into the frontend: optimizing page load times, semantic HTML, meta tags, structured data, ensuring discoverability of events, businesses, and content.

WEB DEVELOPER Betternship , Hybrid | **January 2025 - September 2025**

Skill-based Quiz Platform

Dynamic quiz rendered based on user's skill (e.g., UI Design, Graphic Design).

Progress bar and skill-mapped question logic built with PHP, JS, and MySQL.

Education/Experience Management Module
Created CRUD system for user education and professional experience entries.

Integrated into user dashboards.

Certification System
Developed certification tracker with filtering and date management.
Enabled issuance, editing, and validation of certificates.

WORDPRESS DEVELOPER Exclusive Sourcing Perfume , Remote

Designed and built a full e-commerce website from scratch specializing in rare and luxury perfumes.

Implemented custom product filters (brand, price, scent/fragrance, gender) to enhance user experience and streamline product discovery.

Managed and listed 400+ products across 30+ brands, ensuring accurate categorization, detailed product descriptions, and SEO-friendly layouts.

Developed a responsive and visually appealing UI, optimized for smooth browsing and checkout across all devices.

Integrated best practices for performance, SEO, and scalability, improving site visibility and customer satisfaction.

WORDPRESS DEVELOPER Joaiik , Remote | **February 2025 - March 2025**

Designed a modern, SEO-optimized website for an oil & gas company.

Highlighted services, CSR, and investor information.

WEB DEVELOPER AND SEO SPECIALIST Vtunaija, Remote | **January 2024 - April 2024**

Designed and coded a top-up platform UI from scratch.

Integrated with a third-party virtual credit system.

Focused on user flows, mobile responsiveness, and load performance.

SEO CONSULTANT & WEB DEVELOPER Netmedia, Remote | **Feb 2022 - December 2024**

Created a story-based blog website.

Grew monthly organic traffic from 0 to over 400,000 using targeted content, keyword clustering, and strategic link building.

Improved Core Web Vitals, optimized site structure, and reduced bounce rate.

EDUCATION

MECHANICAL ENGINEERING Federal University of Technology Minna, Nigeria | **December 2018 - July 2024**

COURSES AND CERTIFICATES

COMPLETE WORDPRESS DEVELOPER COURSE Udemy , Online

Learned to build dynamic WordPress websites using JetEngine and Advanced Custom Fields (ACF) for custom data structures and functionality.

Acquired skills in developing custom WordPress themes, ensuring flexibility, scalability, and tailored designs.

Gained hands-on experience in configuring custom post types, taxonomies, and templates, enhancing website interactivity and user experience.

Strengthened ability to deliver client-ready, SEO-friendly, and fully dynamic WordPress solutions from scratch.

PROJECT MANAGEMENT INTERNSHIP Excellerate | **May 2025 - July 2025**

Assisted in the planning, coordination, and execution of projects, ensuring tasks were completed within deadlines and scope.

Gained hands-on experience with project management tools and methodologies (Agile, Scrum, Waterfall) to improve team collaboration and workflow efficiency.

Supported project managers in tracking milestones, preparing reports, and managing resources for ongoing projects.

Strengthened communication and organizational skills by liaising with cross-functional teams and stakeholders.

Applied project management principles to problem-solving and process improvement, skills that now enhance my efficiency as a web developer.

THE PROJECT MANAGEMENT COURSE Udemy, Online | **2025**

Gained practical knowledge of project planning, task prioritization, and resource management, which strengthened my ability to manage complex web development projects from start to finish.

Improved my skills in time management, collaboration, and workflow optimization, enabling me to deliver projects on schedule and within scope.

Learned to apply Agile and Scrum methodologies to development processes, ensuring efficient communication with clients and teams.

Enhanced my capacity to break down large projects into achievable milestones, making me a more organized and effective developer.

SALES FUNNEL & FACEBOOK ADS (E-COMMERCE ACCELERATION) E-commerce Acceleration Program, Online | **2024**

Learned how to design and optimize sales funnels that guide customers from awareness to purchase, improving conversion rates for e-commerce websites.

Gained hands-on knowledge in Facebook Ads campaign creation, targeting, and optimization, driving qualified traffic to online stores.

Developed strategies to integrate ads, funnels, and landing pages for seamless customer journeys and increased ROI.

Strengthened my ability to align marketing tactics with web development projects, ensuring the websites I build are not only functional but also growth-focused.

SEARCH ENGINE OPTIMIZATION   Ahrefs, Online | 2024

Gained in-depth expertise in keyword research, content optimization, and technical SEO to boost website visibility and organic rankings.

Mastered on-page SEO techniques including meta tags, internal linking, schema markup, and site speed optimization.

Applied off-page SEO strategies such as backlink building, outreach, and domain authority growth, driving long-term traffic improvements.

Leveraged SEO tools (e.g., Google Analytics, Search Console, SEMrush, Ahrefs) to monitor performance and implement data-driven strategies.

Enhanced my ability as a developer to build SEO-friendly websites, ensuring that projects are optimized for both user experience and search engines.

FRONT-END DEVELOPMENT   FreeCodeCamp, Online | 2021

Gained hands-on experience with HTML, CSS, and JavaScript, building responsive and interactive web pages.

Learned to work with modern frameworks/libraries (React, Bootstrap, Tailwind CSS) to create dynamic, user-friendly interfaces.

Strengthened understanding of UI/UX principles, performance optimization, and accessibility standards, ensuring quality user experiences.

Applied knowledge through practical projects, improving my ability to translate designs into functional and scalable websites.

SEO FUNDAMENTALS   Udemy, Online | 2022

Acquired a solid foundation in search engine optimization principles, including how search engines crawl, index, and rank content.

Learned on-page optimization techniques such as keyword research, meta tags, content structuring, and internal linking.

Gained practical knowledge of off-page SEO, including link-building strategies and domain authority growth.

Strengthened ability to build and optimize websites with SEO best practices, ensuring improved visibility and organic traffic growth.

SKILLS

Project Management | JetEngine | WooCommerce | Advanced Custom Fields (ACF) | Database (MySQL, phpMyAdmin) | Design (Figma & Canva) |
Analytics (Google analytics) | Off Page SEO (Link building, guest posting) | On Page SEO (Meta optimization, Content structuring, internal linking) |
Technical SEO (Crawl/Index management, Site speed optimization) | Web Development (CSS, JS, PHP, React, Tailwind CSS, MYSQL, WordPress) |
SEO Tools (GSC, Chiefs, SEMrush, Moz) | Mobile Optimization | Responsive Design

LANGUAGES

English