

Personal Summary

Creative and results-driven Digital Marketer and Web Designer with 6+ years of experience in SEO, digital marketing, web design, and graphic design. Skilled in crafting high-performing websites and digital campaigns that boost traffic, conversions, and brand visibility. Proficient in WordPress, Webflow, Figma, Adobe Photoshop, Illustrator, and SEO tools like Ahrefs, and SEMrush. Adept at building responsive websites, designing intuitive user interfaces, and deliver data-driven marketing strategies that exceed client expectations Versatile Graphic Designer with talent for developing unique custom artwork. Well-versed in generating innovative ideas and concepts. Collaborates with marketing and management teams to identify mockups and uses feedback to develop final drafts.

Skills

- On-page SEO/Off Page SEO/Google Analytic
- UI/UX/Figma/Adobe XD/Framer
- Keyword research/Google Search Console
- Email campaigns/Active Campaign/Ahrefs
- Wireframing/Prototyping
- HTML/CSS/JAVASCRIPT/REACT
- WordPress/Elementor Pro/Yoast SEO
- Shopify/Mailchimp/Klaviyo
- WooCommerce/webflow CMS/SEMrush
- Project management/Jira

Professional Experience

Fiverr, Upwork, General freelance January 2018 to Current
Freelance Web Designer and SEO Specialist
Remote

- Completed 100+ projects across logistics, beauty, construction, and eCommerce industries. On platform such as fiverr, upworks, e.t.c.

Veltrix Solutions January 2019 to December 2023
Web Developer & SEO Specialist(Remote)
Sydney, Australia

- Developed and maintained websites for clients across beauty, logistics, fintech, and e-commerce sectors using **WordPress, HTML/CSS, JavaScript, and React**.
- Customized themes, integrated plugins, and optimized UI/UX for responsive, high-performing websites.
- Implemented SEO strategies using **Yoast, Google Search Console, SEMRush, and Screaming Frog**, improving rankings and traffic.
- Used **Google Analytics, Elementor, and PageSpeed Insights** to track performance and optimize load times.
- Managed content, security, and updates while collaborating remotely via **Slack, Trello, and Asana**.

MTH Beauty March 2023 to December 2024
Digital Marketer & UI Designer/Web designer
Remote

- Designed a responsive website with WordPress and manage the website constantly updating and uploading products to the website.

- Implement a full scale SEO program, installing plugins such as Yoast SEO, Google analytics realizing a 50% performance improvement and lead generation.
- Coordinated testing and validation, ensuring compliance with industry standards.
- Provided technical expertise, contributing to a 15% reduction in system failures.

CIX LOGISTICS

March 2022 to December 2024

Web designer and SEO specialist

New York, Remote

- Designed responsive websites and dashboards using WordPress.
- Implemented a data driven SEO tactics, such as keyword search, website optimization, which led to an improvement in organic traffic and high-ranking positions of competitive keywords in the industry.
- Collaborated with developers and marketers to translate concepts into functional designs.
- Delivered high-converting page designs and graphic assets using Adobe Creative Suite.

Danvite Group

January 2024 to March 2025

Web Designer & SEO Specialist(contract)

London, Canada

- Revamped website design and structure using WordPress to create website and Webflow to improve UX and site speed.
- Executed comprehensive SEO strategies; improved organic ranking and lead generation.
- Developed wireframes and prototypes in Figma to align with brand and business goals.

Education

Conestoga College Institute of Technology And Advanced Learning

May 2025

Postgraduate Diploma: Web Development & Internet Applications

Kitchener, ON

Relevant coursework in JavaScript, Html, CSS, SEO, C++, Angular, Figma, adobe Ai, photoshop e.t.c

Conestoga College

January 2024

Postgraduate Diploma: Project Management

Canada

Jira , Agile (Scrum boards/tools, Microsoft Project

Federal Polytechnic Bida

January 2018

Higher Diploma: Computer Science

Bida NIgeria

Certificates

- Digital Marketing, Udemy, 2024
- Certified Web Designer & Developer, Coursera, 2020
- Web Design Training, CWW Tech Africa, 2023

Portfolio

- www.linkedin.com/in/tobi-asekunowo-803028304
- mthvisual.com

References: References available upon request.