

Tope Victor Taiwo

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PROFILE

- 10 years of experience as a Social Media Specialist and Digital Marketer.
- Web Designing and communications management in various phases of website development and Information Technology (IT) management.
- Detail-oriented with demonstrated strengths in analytical problem-solving.
- Collaborative team player and able to work independently with little or no supervision.
- Consulted, planned and managed, web and information technology projects, departments and company.

TECHNICAL SKILLS

Social media tools:	Facebook, Youtube, Instagram, Twitter ads campaign and automations.
CRM integrations:	Integrated Email marketing and CRM using Mail Chimp and Active Campaign.
Content Design Tools:	Adobe Photoshop, Adobe Fireworks, CorelDraw, PhotoScissors, Canva, Stencil.
Lead capturing and nurturing:	Design landing pages, sales funnel, blogs, content marketing.
Social Media Integration:	Integrated websites with social media for social engagement & SEO.
Search Engine Optimization Tools:	Google SEO, Yoast SEO, website meta data and sitemap, attracta.
Site Traffic Tracking:	Track website visitors to make business decision using Google Analytics.
Digital Marketing:	Google Ads, Keyword search, Pay Per Click, (PPC), Yahoo/Bing Ads.
Content Management System:	Customized, designed and developed websites using WordPress.
Programming Languages:	HTML5, CSS3, Javascript, JQuery, PHP, MySQL.

EXPERIENCE

Lead Digital Marketer & Web Designer
SIP Consulting, Ile-Ife, Nigeria

2010 - 2019

- Conceptualized, designed, developed and led development of robust, elegant, functional e-commerce, membership, course, charity websites and digital products for global business-to-business (B2B) and business to consumers.
- Supervised developers utilizing PHP.
- Generated leads, onboarded clients, collected content, off-boarded client and created content.

- Redesigned HTML/CSS website to responsive content management System (WordPress) website thereby assisting clients to manage their websites themselves.
- Provided training and consultations for clients on use of their websites.
- Managed, cared and maintained clients' websites by regular security checks and updates, optimization, backup implementations and implementing additional functionalities based on consultations.
- Created landing pages, forms, sales pages and implementing CRM integration based on client requirements to capture leads.
- Implemented pay per click (PPC) key word search Google SEO ads successfully that made a client site rank among top two in Google first page for three weeks campaign in dating website niche based on the client budget.
- Trained junior designers to use WordPress, and design web graphics with canva, to increase productivity.
- Consulted with clients to develop and document website requirements.

Achievements: Increased revenue wins by 200% within a 12-month period by developing, marketing and up-selling a solution to a client. On-boarded client, supervised a development team of four on the project and trained client's staff at completion.

CERTIFICATIONS

WordPress Security & Optimization Certificate (Online) 2018
WP Crafter, California, USA.

Digital Business Consultant Certificate (Online) 2016
WP Elevation, Australia

EDUCATION

Bachelor's Degree in Science, Major in Computer Science 2002 - 2007
University of Agriculture, Abeokuta, Nigeria
Thesis: Visualization of Data

VOLUNTEER

Head of Department/Director 2012 – 2019
Multimedia Department, Christ Way Ministries International, Ile-Ife, Nigeria

PORTFOLIO

<https://victortaiwo.com/portfolio>