

Faturoti Gbolahan Samson

Meiran, Lagos state.

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Profile Summary

Creative and data-driven professional with over 5 years of experience in digital marketing and web design and development. Skilled in developing results-driven campaigns, building high-converting websites, and creating user-centered designs that support marketing goals. Passionate about helping brands grow through both strategy and design.

Skills and Competencies

Digital Marketing

- Social Media Advertising (Meta Ads, Instagram Ads and Google Ads)
- Funnel Creation & Lead Generation
- Content Strategy
- Analytics (Google Analytics, Meta Pixel)
- Ad Testing & Analytics

Web Design & Development

- HTML, CSS, JS
- WordPress
- Responsive Design
- Website Optimization (Speed, Basic SEO)
- Website Maintenance
- Website Redesign
- E-commerce
- Hosting & Domain Setup

Work Experience

Freelance Web Designer & Digital Marketer

Remote | 2024 – Present

Web Design & Development

- Designed and developed responsive websites tailored to each client's brand and audience, ensuring cross-device compatibility, fast load times, and user-friendly enhancing their online presence and user experience.
- Implemented functional website features like booking systems, contact forms, blogs, e-commerce stores, and payment gateways providing complete solutions from design to deployment.

Social Media Marketing

- Managed and help businesses grow their online visibility on Facebook and Instagram by creating content calendars, designing posts, running paid ads, and engaging with audiences to boost reach, awareness, and conversions.
- Tracked user behavior and campaign results to understand what was working, refined content and ad strategy, and consistently improved performance through testing and analysis.

Web Developer & Design.

Akotech Dynamics | 2020 - 2024

- Learned practical web development skills including WordPress customization, hosting setup, and HTML/CSS and JavaScript.
- Assisted in building responsive layouts and updating client websites with new content/features.

- Gained hands-on experience designing and developing real-life client websites using WordPress, HTML, CSS, and JavaScript.
- Collaborated with the team to build fully functional websites and landing pages based on business needs.
- Handled client revisions, integrated plugins for functionality (e.g., booking, payments), and ensured mobile responsiveness.
- Delivered client-ready solutions under deadlines, contributing to professional, production-level work

Advertising Specialist

Ganar Technologies | 2018 - 2020

- Created social media marketing strategies and managed accounts for brands on Facebook and Instagram.
- Executed ad campaigns that improved traffic, engagement and conversion by 25%+ through A/B testing and content optimization.
- Analyzed customer feedback and behavior trends using AI tools, improving service personalization and satisfaction.
- Wrote ad copy and marketing content tailored to brand tone and customer pain points
- Set up Meta Pixel across client websites and configured custom conversions to accurately track events such as form submissions, add-to-cart, and purchases.

Education

- **BSc. (Ed) Adult Education** | Tai Solarin University of Education, Ijebu Ode. | 2022
- **West African Certificate Examination** | Badagry Grammar School, Lagos | 2013

Certifications

- Web Development Certificate – Akotech Dynamics
- Social Media Marketing – Ganar Technology
- Soft Skill Training - Jobberman
- Certificate of National service (NYSC, 2024)