

Rotimi Falona

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Preferred Role Web Developer/Specialist/Administrator/Manager

Experienced creative web specialist dedicated to developing, optimizing, and maintaining interactive, user-friendly, customer-oriented, and feature-rich websites for over 7 years. Leverage analytical and technical skills and strong attention to detail to deliver efficient web solutions, and provide technical knowledge, support, and expertise. Experienced in Content Management Systems (Themes & Plugins), designing, developing, and deploying websites or any other related Content Management systems. I generally oversee the functionality of web interfaces, upgrade website software, evaluate and manage website performance, and support IT personnel(s) with technical tasks related to developing, maintaining, and updating website content.

Key Skills

• PHP • JavaScript • HTML/HTML5 • CSS • SCSS • jQuery • Content Management • Email Marketing • SQL • Wireframing • eCommerce development • Analytical Skills • Business Intelligence • Web hosting • Search Engine Optimisation (SEO) • 3D Modelling • REST API • Web Analytics • React • MySQL • Social Media Marketing • DNS Management • Data Analysis • Graphics Design • Node.js • Desktop Technical Support

Software and Tools

• Hybris • CrownPeak • Contentful • WordPress • Drupal • HubSpot • SilverStripe • 3D Studio • Adobe Illustrator • FigMa • Adobe CC Suite • GIMP • WooCommerce • Joomla • Laravel Framework • Codepen • Git version Control • Macromedia Dreamweaver • Magento • WebEx • GitHub Desktop • Pentaho • Pivot4J • VMware • BookStack • Microsoft Visio • Oracle Db • MS 365 Suite • Google Suite • Google AdSense • Google Ads • Window Servers (Active Directory Services, User Policies, DNS, DHCP) • AWS

Employment History

Web Specialist – Task Lead

doTERRA International LLC December 2021 – Present

- Supporting the Senior Managers and Departmental heads in their roles.
- Working across multiple content management systems (CMS) including WordPress, Crownpeak and Hybris, liaising with developers and editors to ensure launched websites fulfil the needs and standards of the Pan European operation.
- Coordinate with IT and development teams to assist in testing with the launch of new sites and the improvements to existing sites.
- Uploading of contents to a range of different platforms including the ongoing development of a new e-commerce shopping experience.
- Operating across a variety of different languages websites.
- Leading, planning, defining, and implementing website development projects and optimisations.
- Investigating, remedying, and/or reporting any operational and technical issues.
- Regularly updating in-house training resources for digital platforms used by the company.
- Online store and content websites issues resolutions

Web (CMS) Developer/Manager

University of Bolton, GM February 2021 – November 2021

- Supporting the Director and Senior Managers in their roles.
- Respond to, troubleshoot, and resolve Web-Tickets for university staff with issues related to the website includes anything from content change/update, links change/update, webpages creation and/or redesign, user account setup, assets upload, file hosting, job vacancies upload, content auditing to eliminate redundant and/or duplicate information, etc.

- Responsible for developing, maintaining, expanding, and scaling of the university's main website.
- Responsible for developing, testing, and deploying web applications.
- Responsible for development of marketing emails, newsletters, contact lists, forms, automated workflows etc., via HubSpot.
- Development of new website projects, including coding of bespoke webpages, website CMS backend development and integration of third-party solutions where required (this normally require specialty in PHP, HTML, CSS, and JavaScript and web development related skillsets).
- Responsible for the university's staff weekly newsletter via WordPress, also responsible for managing and maintaining the intranet WordPress website.
- Responsible for creating and maintaining website user guides documentation, and also guide users in the use of the website CMS backend when required.

Digital/Web Executive

University of Bolton, GM February 2020 – January 2021

- Supporting the senior and digital manager in their roles.
- Responsible for developing, maintaining, expanding, and scaling of the university's main website daily
- Responsible for developing, testing, and deploying web applications.
- Responsible for development of marketing emails, newsletters, contact lists, forms, automated workflows etc., via HubSpot.
- Occasionally collaborate with the university staff/management to plan, custom develop and implement new websites from start to finish.
- Responsible for the university's staff weekly newsletter via WordPress, also responsible for managing and maintaining the intranet WordPress website.
- Responsible for creating and maintaining website/software documentation.

Key Achievements

- A month after I was introduced to the project, the new University of Bolton website was eventually launched with the help of my skills and support, having suffered several setbacks in the past.

CMS Developer, Content and Social Platform Manager

ThinkAfrica Ry February 2018 – 2020

- Collaborating with the organization board to design, structure, custom develop and implement new WordPress websites from start to finish.
- Responsible for maintenance of organization's WordPress website and databases.
- Designing, executing, and implementing marketing strategies (marketing videos, Facebook Ads, Google Ads, Web analytics) for the organization.
- Integrated Google Analytics APIs and web services with the WordPress website.
- Custom events WordPress plugins are developed for the websites, custom integrated and code to specification.

Key Achievements

- The new responsive website has boosted user experience scores by 55% over organization-wide previous best. Organization membership and engagements has increased by over 60% and daily website traffic from 50 to about 300 per day on average.

Wordpress Developer

Funna Oy April 2019 – September 2019

- Restructured the company's web-presence and delivered original, efficient solutions with high-quality code; advised client and provided expertise.
- Collaborated with the client to develop the learning Management System Platform (LMSP) and eCommerce webapp platform for the company's WordPress based website.
- Did Search Engine Optimization (SEO) and Content optimization (CO) for the website.

Key Achievements

- Implemented a new responsive, mobile-first approach which increased mobile traffic by 20% and conversions rate by 30%. All project requirements were successfully completed, and the client was extremely happy with the new website.

WordPress Developer

RCCG Grace Chapel Turku 2018

- Re-designed the church WordPress website and integrated it with custom frontpage slide and event display sections through custom developed WordPress plugin.
- Developed a clean and highly optimized outlook with structured codes in the website WordPress core that is super-simple for any search engine mechanism understanding of the new WordPress website.
- Integrated Google Maps and Analytics APIs web services with the WordPress website.
- Responsible for continual maintenance of WordPress website and databases.

Key Achievements

- The website has increased active church engagements by over 15% and membership by 20% over a 6-month period.

Web Designer/Developer

Trivore Oy January - July 2016

- Designed and developed the web user guide documentation for the company's MySync mobile software application.
- Conducted usability design testing to recommend changes to development team and reported results to senior management. Also Implemented testing with focus on rectifying usability and defects arising from the deployment environment.
- Worked with software engineers, senior IT manager and business manager to finalize projects.
- Supported developers to ensure that developed web applications, privacy policy and T&C comply to EU GDPR and other international regulations on and offline.
- Was actively involved in assignments involving IT supports, customer service, information and intelligence gathering and market surveys.

Project and I.C.T Administrative Officer

Interaf Construction Limited October 2010 - September 2012

- Secured company's IT environment from hacking and poaching.
- Managed and supervised I.T Division's daily operation.
- General IT Support Services (150 users), repaired, replaced and maintained all the computer hardware parts which were undergoing problems.
- Installed different software on all assigned computers.
- Checked inventories & wrote orders as per requirements for designated seniors.
- Repaired connection problems for the internet shared on same line for different computers both on the client and the contractor's side.
- Maintained ICT Register.
- Acted as a stand-in point of contact for contractor and clients.
- Served as liaison between different company departments including budgeting construction and legal.
- Scheduled and coordinated meetings, appointments, and travel arrangements for professionals on and offsite.
- Successfully prepared work progress reports, letters, spreadsheets and memos.
- Assisted the Contracting Officer's Representative in preparing procurement requests, evaluating proposals for work, preparing contracts, and monitoring balances and project status.

Assistant Cost Estimator

I.T. B Nigeria Limited April 2009 - October 2009

- Developed strong relationships with clients, sub-contractors, architects and suppliers.
- Conducted on-site inspections and valuation of completed work.
- Assisted in the procurement of materials and equipment, placement of orders with suppliers.
- Dealt with and resolved any invoice queries.
- Ensured the efficient running of administration and office procedures.
- Worked with on-site construction team.

Education and Training History

Certifications

WordPress Developer: Unlocking Power with Code

Credential ID: UC-d628263b-e65b-4126-8949-00f2db6b6187

Credential URL: <http://ude.my/UC-d628263b-e65b-4126-8949-00f2db6b6187>

W3C (w3schools.com), LinkedIn Learning, UdeMy and Pluralsight 2008

HTML, CSS, JavaScript, PHP, React

Diploma

Seinäjoen Ammattikorkeakoulu, Sedu Aikuiskoulutus Completed 2018

Business Planning and Management

Master's Degree

Abo Akademi University 2017/2018 – Present

Peace, Conflict and Mediation Research

Certificate

University of Colorado, via Coursera 2016/2017

Data Warehousing for Business Intelligence

Master's Degree

University of Turku Completed 2014

Futures Innovations

Certificate

New Horizons Completed 2011

CompTIA A+

Bachelor's Degree

Federal University of Technology Completed 2010

Cost Estimation