

# ANIWETALU VINCENT

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Ikoyi, Lagos | Gwarinpa, Abuja.

## Professional Summary

Creative, motivated, and results-driven technology enthusiast with a background in computer science and experience across marketing, communications, and e-commerce operations. Proven success in developing and executing comprehensive digital strategies that drive growth, engagement, and operational efficiency. Proficient in Python, PHP, Django, digital marketing, Shopify, and WordPress with strong communication, analytical, and project management skills. Passionate about web design, e-commerce, and business development.

## Work Experience:

### NewAge Mobile Concepts – E-commerce Operation Specialist (Full-time)

Victoria Island, Lagos | February 2025 – Present.

- Customized and updated product pages, banners, and promotional materials in alignment with marketing campaigns.
- Oversaw daily e-commerce operations, ensuring seamless user experience, security, and 99.5% website uptime.
- Managed hosting, domain, and maintenance tasks to ensure 99.5% website uptime and improved site reliability.
- Integrated the Paystack payment gateway, achieving a 98% transaction success rate across 509+ transactions, reducing payment failures, and improving the customer checkout experience.
- Executed targeted email marketing campaigns via Brevo (Black Friday, Customer Service Week, Independence Day), achieving a 39–41% open rate and a 2.8% CTR, boosting engagement.
- Onboarded and managed Chowdeck as a sales and delivery partner, achieving a 72% order success rate.
- Shared performance analytics with sales and marketing, contributing to a **20% increase in overall sales** in two months.
- Coordinate logistics and customer service teams to ensure smooth order fulfillment and post-purchase support.
- Led and anchored quarterly town hall meetings, enhancing staff communication and operational transparency.
- Supported planning and execution of online marketing initiatives, product launches, and seasonal campaigns.

### NewAge Mobile Concepts – Website Client Services Executive (Hybrid)

Victoria Island, Lagos | July 2024 – January 2025.

- Acted as primary contact for website customers, ensuring prompt inquiry resolution.
- Processed and verified online orders, maintaining accurate tracking and reporting records.
- Analyzed traffic and sales data to identify trends and provide actionable insights for marketing campaigns and sales strategies.
- Liaised with the marketing team to align website features and promotions with broader advertising goals.
- Monitored the progress of customer orders to ensure timely dispatch and delivery, proactively communicating with customers about order status and resolving any delays or issues.
- Provided customers' feedback to the development and design teams to enhance website usability, functionality, and customer engagement.

**Firmarts Co** (a marketing agency) – Executive Assistant to the Chief Marketing Officer (Hybrid)

Lagos, Nigeria | November 2023 – December 2024.

- Conducted market research and performance analysis for brand campaigns and strategic decisions.
- Coordinated internal and external meetings, project groups, and resource materials on behalf of the CMO
- Managed the action plan for the Sabinus Campus Tour at the University of Lagos (UNILAG), coordinating 5 sponsors – NewAge, Malta Guinness, MiniMie, Colony, and Betfuse.
- Achieved 85% overall task completion rate, earning positive feedback and operational recognition.
- Reported performance directly to the CMO and received a 60% performance rating (6/10), indicating strong execution with room for improvement.
- Liaised between the CMO and stakeholders, ensuring seamless execution of initiatives and events.
- Collaborated with team members to ensure marketing campaigns meet project timelines.
- Managed the CMO's calendar and scheduled appointments.
- Prepared and organized documents, reports, and presentations on behalf of the CMO.
- Redrafted New Age Mobile Concepts' bio to communicate the company's identity, values, mission, and offerings to its audience, including potential customers, clients, partners, investors, and job seekers.

**Freelance Web Developer** (Anileovin – “The Project Guy”)

October 2023 – Present

- Developed and deployed custom e-commerce and academic project websites using Django and WordPress.
- Built Yudo.ng, a clothing brand's e-commerce platform, and revamped NewAgeChargers.com, improving load time and user experience by over 40%.
- Delivered 14+ final-year project systems, including AI/ML-based applications, in collaboration with a freelance partner.
- Provided ongoing technical support, UX updates, and SEO optimization.
- Achieved 100% client satisfaction and repeat referrals, building a trusted personal brand.

**HIIT Plc** – Junior Web Developer – Intern.

Abuja, Nigeria | January 2022 – July 2022 (6 months)

- Collaborated with a team of web developers and designers to develop 4 websites.
- Completed certifications in Python, Digital Marketing, UI/UX, and digital literacy.
- Supported backend functionality using Django and improved site UX by identifying and resolving key technical bugs.
- Participated in weekly entrepreneurship and emotional intelligence webinars.
- Identified and resolved software issues, resulting in the improvement of a website's UX.
- Generated leads and referrals by promoting HIIT's courses through various online channels.
- Maintained up-to-date knowledge of the organization's course offerings and industry trends to provide informed recommendations to potential customers.
- Recognized with the Best Intern Award (2022) for outstanding performance and contribution to team projects.

**Education:**

**Babcock University** – Bachelor of Science in Computer Science

September 2019 – June 2023 (4 years)

Ogun, Nigeria

- Cumulative GPA: 4.12/5.00 (Second Class Upper).
- Member, Babcock University Computer Club (BUCC).
- Member, Google Developer Student Clubs (GDSC).

### **Skills and proficiencies:**

- Digital Marketing and Brand Management.
- Proficiency in the use of Microsoft Office and Google Suite.
- Oral and written communication.
- Data-Driven Campaign Management.
- Creative Thinking and problem-solving.
- Team Leadership & Cross-Functional Collaboration.
- Excellent organizational and multitasking ability.
- Public Relations and Management.
- Graphic Design Basics.

### **Technical Competencies:**

- **Front-End:** HTML5, CSS3 (Responsive Design).
- **Backend:** Python, Django Framework, PHP.
- **CMS:** WordPress (E-Commerce websites).
- **UI/UX Design:** Figma as IDE for UI design.
- **Project management Tools:** Asana, ClickUp, Calendly, Google Suites.
- **IDE Familiarity:** Visual Studio Code as IDE for web development.
- **Payment Integration:** Paystack and flutterwave.
- **Email Marketing:** Brevo (Automation, Analytics & Campaign Optimization).

### **Awards and recognition:**

**HIIT Plc** – Best Intern Award

Abuja, Nigeria | June, 2022.

- Awarded for proactive team contribution and outstanding technical performance as 'The Best Intern' (2022).
- Recognized for excellent performance in all courses taken during the internship.
- Recognized for active participation in webinars and contribution to the team's growth.

### **Referees & Portfolio:**

*Available on request*