# Client Engagement Specialist (Web Optimizer)

## Professional Summary

Results-driven Client Engagement Specialist with experience in optimizing web performance, improving user experience, and managing client relationships. Skilled in website analytics, digital communication, and customer support, with a strong ability to translate user behavior into actionable insights. Dedicated to building trust with clients, increasing satisfaction, and driving conversion through data-informed web strategies.

## Key Skills

• Client Relationship Management  
• Website Optimization & Analytics (Google Analytics, Hotjar, etc.)  
• Live Chat & Email Communication  
• Search Engine Optimization (SEO) & Content Improvement  
• User Experience (UX) Auditing and Feedback Analysis  
• A/B Testing & Conversion Rate Optimization  
• Team Collaboration & Cross-Department Coordination  
• Strong Verbal and Written Communication

## Professional Experience

\*\*Client Engagement Specialist | Ciphernet Technologies Limited\*\* (Jan 2021 – Feb 2024)

- Managed and nurtured client relationships through proactive communication and timely project updates.  
- Monitored website engagement metrics to identify UX issues and collaborated with the design team to improve navigation and content layout.  
- Led A/B testing campaigns to optimize conversion rates, resulting in a 25% improvement in user retention.  
- Responded to client inquiries via chat and email, maintaining a 95% satisfaction rating.

\*\*Web Support & Optimization Assistant | Mama kee Store\*\* (Jun 2018 – Dec 2020)

- Conducted regular website performance checks to improve load speed and user accessibility.  
- Collaborated with developers and designers to enhance site responsiveness across multiple devices.  
- Collected and analyzed customer feedback to inform UX and content updates.  
- Supported SEO campaigns that increased organic traffic by 30% over six months.

## Education

\*\*Bachelor of Science in Agricultural Engineering\*\* — Akwa Ibom State University (Mar 2023 – Present)

\*\*PathwayConnect Professional Skills Certification (Ongoing)\*\* — Brigham Young University (Nov 2024 – Present)

## Professional Attributes

• Strong problem-solving and analytical skills  
• Detail-oriented with a focus on user experience  
• Excellent teamwork and adaptability  
• Committed to continuous learning and professional growth