CLIENT ENGAGEMENT SPECIALIST (WEB OPTIMIZER)

A creative and detail-oriented digital professional with proven expertise in web design, optimization, and client engagement. Combines technical skill with communication finesse to enhance user experience

and strengthen client relationships. Experienced in building and maintaining visually appealing, fast, and SEO-friendly websites aligned with organizational goals.

CORE SKILLS

• Web Design & Management

• Client Engagement & Communication

• Social Media Management

• UI/UX Improvement

• SEO & Web Optimization

• Graphic Design & Branding

• Content Creation & Copywriting

• Technical Troubleshooting & Support

PROFESSIONAL EXPERIENCE

**Freelance Web & Graphic Designer** — Multiple Brands (2023 – Present)

• Designed, optimized, and managed websites for international and local brands including The Diaspora Code, OBO Foundation, FACCT Canada, MDM Fashion World, and Royal Bliss Hospitality.

• Applied SEO best practices and enhanced site speed, layout, and mobile responsiveness.

• Created engaging landing pages and user flows aligned with brand objectives.

**Media & Digital Strategist** — Bassey Osagie Gubernatorial Campaign (May 2023 – Feb 2024)

• Led the media team, managed social platforms, and produced high-quality visuals and videos.

• Increased audience engagement through targeted content and consistent digital presence.

**Administrative Secretary / Web & Social Media Manager** — Hill-Top Creative Arts Foundation (2019

– 2025)

• Managed all websites, social channels, and digital documentation for the foundation.

• Provided mentorship in creative writing and facilitated youth digital literacy programs.

• Designed marketing materials, online forms, and optimized user experience for online platforms.

**Social Media Manager** — SEVHAGE Publishers (2017 – 2018)

• Created online content, managed all social media accounts, and tracked digital performance metrics.

**Reporter** — Pengician Multimedia Concept (2017 – 2018)

• Produced media stories, managed publication flow, and handled content distribution across platforms.

EDUCATION

**B.Sc. Public Administration**

Edusoko University, Bida (2022 – Present)

PROFESSIONAL REFERENCE

**Mr. Bassey Osagie**

CEO, Uhi Security

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COVER LETTER (REQUIRED SCENARIOS)

**Scenario 3: Website User Experience Issue**

If many visitors land on the homepage but leave within 10 seconds, it could mean the design or

message is unclear. I would first check analytics for bounce rate and loading speed, then fix layout, visuals, and calls-to-action to keep visitors engaged.

**Scenario 2: Trust and Credibility**

If a visitor asks, “How do I know you’re not a scam?”, I would assure them that Zadesta operates transparently with verified partners and visible testimonials. I would also recommend adding trust badges, success stories, and verified client reviews to boost confidence.