

HABIBA ISHAYA

WEB DEVELOPER & DIGITAL MARKETER

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Summary

With a year of web development experience, I specialize in creating dynamic and responsive websites that provide an exceptional user experience. Proficient in both front-end (HTML, CSS, and JavaScript) and back-end (WordPress, PHP and SQL) technologies. Having two years' experience as a Digital Marketing Specialist, I have successfully crafted and executed comprehensive digital marketing strategies that enhance brand visibility and drive engagement on platforms like Instagram, Facebook, TikTok, LinkedIn, etc. With a background in both web development and digital marketing, I am a flexible professional with a skill set that combines the technical and creative parts of the digital world.

Education

American University of Nigeria (AUN), Yola
Bachelor of Science: **Software Engineering**
CGPA – 3.33/4.0

Aug 2017 – July 2021

Experience

SuperGorgeous Cosmetics

June 2022 – Sep 2023

Digital marketing Specialist (Hybrid)

- Managed social media accounts, created engaging contents and monitored online conversations to maintain a positive brand image.
- Coordinated influencer partnerships to amplify brand reach and engagement, negotiated contracts and ensured alignment with brand values.

JAM-Forte Technologies Ltd.

Feb 2023 – June 2023

Front-end Developer (Internship)

- Designed user interfaces and graphics for websites and mobile apps.
- Developed structures and designs for web pages.

Nigerian Electricity Regulatory Commission

Oct 2021 – Aug 2022

IT Support (Internship)

- Provided support for commonly used software applications, helped with basic network troubleshooting tasks.
- Helped with the installation, configuration, and maintenance of computer hardware and software, and provided timely solutions or escalated problems to higher-level technicians when needed.

American University of Nigeria

Sep 2018 - May 2019

Technical Unit (Work study)

- Provided technical support to campus activities and class rooms.

Skills

Programming

- CSS
- HTML
- JavaScript

Design

- Adobe XD
- Figma
- WordPress

Others

- Critical thinking
- Team player
- Project management

Certifications

Regonet Academy – Web Development (CMS) Certification

Nov 2023

IBM Cloud Application Developer 2019 – Explorer Award

Nov 2020

References

Available on request