

## Summary

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I am a results-driven digital marketing Analyst with expertise in data analytics and web design. With over 6 months of freelance web design/development experience, I have successfully developed service and eCommerce websites, focusing on user experience and conversion optimization. I'm passionate about integrating data-driven insights with marketing and sales tactics to help businesses grow and achieve their goals.

## Skills

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- Figma + Relume (Website Sitemap, Wireframes, and Design)
- Wordpress + Elementor (Website Development)
- Google Tools (Google Analytics 4, Google Tag Manager, Google Search Console)
- Google Ads Campaign
- Search Engines Optimization
- Excel (VLookup, Conditional Formatting, Pivot Tables)
- SQL (SQL Server, MySQL)
- Microsoft Power BI

## Experience

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### Freelance Web Designer & Developer

*April 2023 – Present*

- Developed and maintained a custom CRM system using Notion to streamline client onboarding, manage discovery calls, and track project progress. This system improved client retention by **30%** by enhancing communication and project transparency.
- Designed and developed an eCommerce website, integrating Google Ads to gather data insights and optimize user experience. This data-driven approach resulted in improved website performance and increased sales.

### Personal Database Project: NextGen Ebikes

*June 2023*

- Created a comprehensive database for a fictitious company, NextGen Ebikes, ensuring data accuracy and extracting valuable insights to help the company grow.
- Focused on improving data quality to support business decision-making and future growth strategies.

*More details and projects can be found on my portfolio website at [www.nuvalasama.com](http://www.nuvalasama.com)*

## Strengths

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### Business Mindset

Focuses on conversion optimization and data-driven strategies that align with business goals for improved profitability.

### Communication

Skilled at understanding client needs, ensuring clear communication, and delivering tailored solutions that enhance customer satisfaction.

### Continuous Learning

Driven by a passion for growth, I constantly seek opportunities to expand my skills and stay updated with industry trends.

## Education

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**BACHELOR OF TECHNOLOGY** – National Polytechnic Bambui – Bamenda, Cameroon  
Majors: Software Engineering

August 2018

## Certification

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- Microsoft Power BI Professional – Coursera
- Marketing Foundations: Analytics – LinkedIn
- Learning Google Tag Manager – LinkedIn
- Complete Digital Marketing Course – Udemy

## Languages

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**ENGLISH**  
Advanced