

Summary

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

- 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

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

Strengths

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

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

August 2018

Certification

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

Languages

ENGLISH
Advanced