



ANYANWU MICHAEL CHIJOKE

+234 812 589 3012 | me@anyanwumichael.com
www.anyanwumichael.com | github.com/michaelcj284
Nigeria | Available for Remote & Global Opportunities

PROFESSIONAL SUMMARY

Results-driven Digital Growth Strategist & Web Architect helping businesses build strong brands, develop high-converting websites, and implement data-driven marketing systems that generate measurable revenue. With expertise in branding, web development, and digital marketing, I design scalable digital ecosystems that attract the right audience, optimize user experience, and deliver consistent ROI for local and global clients.

CAREER OBJECTIVE

To leverage my expertise in web architecture, branding, and digital marketing to design high-performing digital platforms and implement data-driven growth strategies that help organizations achieve scalable growth, improved conversions, and measurable business outcomes.

TOOLS AND TECHNOLOGIES

- WordPress, Shopify
- Google Analytics, Google Search Console
- Meta Ads Manager, Google Ads
- Canva, Adobe Photoshop, Premiere Pro, After Effects
- Mailchimp, HubSpot (or any tools you use)

WORK EXPERIENCE

Digital Growth Strategist & Web Architect WebCapz Technologies | May 2023 – Present

Key Responsibilities & Achievements:

- Developed and executed end-to-end digital growth strategies aligned with client business goals
- Planned and managed multi-channel campaigns (SEO, PPC, social media, email marketing)
- Designed and optimized sales funnels, customer journeys, and marketing automation systems
- Architected and developed scalable, secure, and high-performing websites
- Selected and implemented appropriate technologies (WordPress, Shopify) based on project requirements
- Ensured websites are responsive, fast-loading, SEO-optimized, and conversion-focused
- Integrated third-party tools (payment gateways, CRM systems, APIs) to enhance functionality

Web/Content Developer PAMO University of Medical Sciences | November 2020 – April 2023

Key Responsibilities & Achievements:

- Designed, developed, and maintained responsive, user-friendly websites
- Created and managed SEO-optimized content for websites, blogs, and landing pages
- Implemented on-page and technical SEO strategies to improve search rankings
- Managed website performance optimization (speed, security, backups, updates)
- Integrated plugins and third-party tools to improve functionality and user experience

Digital Marketing Specialist (Remote) CrimesonLogic IT Solutions Pvt Ltd. | January 2016 – October 2020

Key Responsibilities & Achievements:

- Developed and executed data-driven marketing strategies to increase traffic, engagement, and revenue
- Managed and optimized paid advertising campaigns (Google Ads, Meta Ads) to improve ROI and reduce CPA
- Implemented SEO strategies including keyword research, on-page optimization, and technical improvements
- Created and managed social media strategies and content calendars to drive audience growth
- Monitored and analyzed campaign performance metrics to optimize marketing efforts

IT SKILLS

- Digital Marketing Strategy
- Search Engine Optimization (SEO)
- Pay-Per-Click Advertising (Google Ads, Meta Ads)
- Website Design & Development (WordPress, Shopify)
- E-Commerce Development
- Sales Funnel Optimization
- Branding & Graphic Design
- Content Creation & Video Editing
- Email Marketing & Automation
- Web Architecture & System Design
- Data Analytics (Google Analytics, Search Console)

HOBBIES

- Researching emerging technology trends
- Travelling
- Fitness & wellness
- Music

REFERENCES

1. **Chief Captain Sunday Nwankwo**
Chairman/CEO
McKinsey & Company Oil and Gas
NO. 9B Elegba Festiveal Drive, Oniru,
Victoria Island, Lagos, Nigeria.
E-mail:
s.nwankwo@mckinseycompnay.com.ng
Tel: +2348034021464
Website: mckinseycompany.com.ng
2. **Mr. Navneet Chauhan**
Regional Director - South Asia
CrimsonLogic IT Solutions Pvt Ltd
BCN 1, Logix Park, A-4, Sector 16,
Noida, India.
Tel: +911204366000
Website: www.crimsonlogic.com

Technical Trainer

Community Secondary School Agbada | November 2014 – November 2015

Key Responsibilities & Achievements:

- Designed and delivered hands-on training programs in web development, digital marketing, content creation, and related digital skills.
- Developed structured curricula, lesson plans, and training materials aligned with industry standards
- Facilitated both beginner and advanced training sessions, simplifying complex technical concepts into practical learning experiences
- Provided one-on-one mentorship and group coaching to support learner progress and skill mastery

EDUCATION

Ignatius Ajuru University of Education, PHC.

2024 - 2026

MSc in Computer Science

Sharda University, G. Noida, UP, India

2010 - 2014

B.Tech in Information Technology

CGPA: 7.42/10.0 (First Division)

Philips Academy, Port Harcourt

2001 - 2007

West African Senior Secondary School Certificate

Methodist Nursery and Primary School, Port Harcourt

1992 - 1998

First School Leaving Certificate

PROFESSIONAL TRAININGS/CERTIFICATIONS

- MERN Stack Web Development – **WebCapz Technologies**
- **Google** Fundamentals of Digital Marketing
- **SCRUM** Fundamentals Certified (SFC)
- **Fortinet NSE Institute** – Cybersecurity
- Digital Marketing Masterclass – **Udemy**
- WordPress E-Commerce & SEO – **Udemy**
- Secure Website Development with WordPress – **Udemy**
- CCNA, Web Design & Network Security – **BGIT Sangrur, India**

OTHER RESPONSIBILITIES

Rivers Entrepreneurs Initiative for Development (RIED) | Chairman

May 2018 – Till Date

Responsibilities:

- Provide strategic leadership and organizational direction
- Oversee execution of mission, goals, and growth initiatives
- Ensure compliance with legal and ethical standards.
- Lead stakeholder engagement and collaboration Facilitate discussions and collaboration among board members.
- Drive fundraising and partnership development strategies