

# EZEALOR SAMUEL

## WEB DESIGNER

### PERSONAL DATA

+44 7867272871

Date of Birth: 01 June 1990

Male | Married

[www.sammytechdesigns.com](http://www.sammytechdesigns.com)

<https://linkedin.com/in/ezealor/>

[samybex@gmail.com](mailto:samybex@gmail.com)

[contact@sammytechdesigns.com](mailto:contact@sammytechdesigns.com)

5 Pelican Estate, London United Kingdom,  
SE15 5NF.

### OBJECTIVES

Keenly interested in using my potentials, talent and creativity in serving humanity using tech industry.

### SKILLS

- Bootstrap Framework
- Blogdesign
- HTML5 and CSS3
- Microsoft Office
- Content Management Systems
- Figma
- Google Analytics
- Website optimisation
- UI/UX Designs

### PROFESSIONAL SUMMARY

I am a seasoned Web Designer with 10 years of experience delivering high-performing, responsive, and user-friendly websites across multiple industries. Currently, I manage E-commerce website for London Accordion Music Shop after I built the website. In 2023, I successfully transitioned into freelancing, securing a range of projects by showcasing my expertise in developing and designing websites for sectors including e-commerce, real estate, construction, NGOs, logistics, healthcare, and education—tailoring solutions based on specific client requirements.

I started my tech journey with Unik Tech Services in Okigwe, Nigeria, where I gained foundational knowledge in web design, graphic design, social media management, domain configuration, and web hosting. After working with Unik Tech for 4 years, I upskilled and earned certifications in Web Analytics and Digital Marketing in 2021.

As an SEO specialist and Google Analytics certified expert, I focus on optimizing websites for performance, search engine visibility, and user engagement. My technical proficiency extends to web performance analysis, improving load times, and driving organic traffic growth.

I am passionate about UI/UX prototyping and project modeling, using tools such as Canva, Figma, and Photoshop to ensure design accuracy before development. This approach landed me a major contract in 2021 to design and develop a comprehensive school management system for Saldefi

- Search Engine Optimisation
- Creative thinking
- Responsive Design
- Communication Skill
- Payment gateway integration
- WordPress
- .SEO tools
- Social Media Management
- Brand development
- .• Canva
- Microsoft Powerpoint.

International School in Katsina, Nigeria, accommodating over 3,000 students across three branches.

My core expertise lies in Content Management Systems (CMS), with advanced skills in WordPress, Wix, Shopify, Webflow, and other platforms, allowing me to build scalable, cost-effective, and highly customizable websites tailored to business needs.

## EDUCATION

ABIA STATE UNIVERSITY,UTURU, ABIA STATE, NIGERIA.

**February 2010 – April 2014**

**B,Ed, Education/English.2014**

ANGLICAN SE ONDARY, SCHOOL, OKIGWE, IMO STATE NIGERIA

September 2004 – August 2009

West African Senior School Certificate.2009

SANCTA MARIA NURSERY/PRIMARY SCHOOL,OKIGWE, IMO STATE NIGERIA.

September 1998 – August 2004.

Primary School Leaving Certificate, 2004.

## OTHER PROFESSIONAL TRAINING

## EXPERIENCE

**London Accordion Music Shop,**

**1 brooks Court Jeffrey's Road London SW46QG.**

**Role - Web designer and Website Manager.**

**March 2024 - Present**

### Outline:

After the retail shop came across my portfolio on Facebook, they contacted me to give a contract to build their new online retail shop and possible retaining me for my services in managing the ecommerce site after development. They choose a domain name (londonaccordion.com), I designed a WordPress based

E-commerce website with online payment functions and different delivery and shipment methods

### Key Responsibilities:

1. Oversee daily operations, maintenance, and updates for multiple client websites, ensuring smooth functionality and optimal performance.
2. Manage CMS platforms, including WordPress and Shopify, implementing customizations, plugin updates, and security patches.
3. Conduct regular website audits to identify areas for improvement in performance, SEO, and user

Web Development Certification, 2014.  
WordPress Fundamentals - Content Management System (CMS)- 2015.  
Fundamentals Google Analytics 4- 2015  
The Fundamentals of Digital Marketing 2021

---

## REFERENCES

Mr Paul

Manager Accordion Music Shop, London  
londonaccordion@hotmail.co.uk  
07715576739

Mr Marius Keke,  
Director , Saldefi International Schools  
support@saldefiinternationalschools.com.

experience, resulting in a 20% increase in page load speeds and improved rankings.

4. Collaborate with marketing and design teams to implement content updates, promotions, and new product pages, aligning the website with current business strategies and marketing campaigns.

5. Lead SEO initiatives by optimizing metadata, URLs, and content, driving a 30% increase in organic traffic across key landing pages.

5. Manage Google Analytics, reporting on website traffic, user behavior, and key performance metrics to stakeholders and executive teams.

6. Ensure website security by conducting regular vulnerability assessments, managing SSL certificates, and coordinating with hosting providers for backups and disaster recovery.

Tools Used: WordPress, Google Analytics, Google Search Console, HTML, CSS.

## Freelance Web Designer

### Sammytechdesigns- Remote

**July 2023 – February 2024**

#### Outline:

Designed and developed responsive websites for over 40 clients across industries such as retail, real estate, and hospitality.

#### Key Responsibilities:

1. Created user-friendly, visually appealing interfaces while ensuring websites adhered to web standards and best practices in UI/UX design.
2. Specialized in WordPress and Webflow platforms, building custom themes, integrating third-party plugins, and providing ongoing website maintenance and updates.
3. Optimized websites for SEO and performance, achieving faster load times, improved user retention, and higher search rankings.
4. Managed all aspects of freelance projects, including client communication, project scope, timelines, and final delivery.

Tools Used: WordPress, Webflow, Wix, Shopify, Canva, HTML, CSS, jQuery, Javascript.

Saldefi International School, Katsina State,  
Tudun Katsira, Katsina, Katsina State, Nigeria

**Role- Web Designer and Web Manager**

**July 2021 – February 2023**

**Outline:**

Built school website, worked with back-end developers to develop a School Management System for the school where all school daily activities are automated.

**Key Responsibilities:**

1. SEO campaigns with the school website and social media platforms.
2. Managed the daily activities of the School Management System.
3. Educate the staff and the school management on how to use to school website.
4. Upload, edit and update students names and record

Tools Used: WordPress, Canva, HTML, CSS,Figma

**Unik Tech Services**

Owerri Road, Okigwe Imo Sate, Nigeria.

**May 2014– June 2021**

**Outline:**

learnt web design, graphics,social media management, domain and web hosting skills and basic knowledge of how the internet and computer work. I got retained after the training.

**Key Responsibilities:**

1. Delivered customized web solutions to over 50 clients in various industries, with a focus on responsive design and SEO-driven strategies.
2. Specialized in WordPress, Wix, Shopify and Webflow development, creating responsive website, integrating plugins, and enhancing website functionality.
3. Led the redesign of several high-traffic e-commerce websites, improving user experience, increasing conversion rates, and reducing cart abandonment rates by 25%.
4. Collaborated with developers, graphic designers, and content creators to ensure cohesive, brand-aligned websites.

Tools: WordPress, Shopify, Wix, Canva, Figma, HTML, CSS, jQuery, .