

Solomon Mlan

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Digital Marketing | Web Developer | Project Manager

PROFESSIONAL SUMMARY

Results-driven **Digital Marketer & Web Developer** with expertise in **SEO, social media marketing, paid ads, and web development**. Skilled in creating high-performance websites and data-driven marketing strategies to boost brand visibility, engagement, and conversions. Proficient in **HTML, CSS, JavaScript, WordPress**, and digital analytics. Passionate about helping businesses grow through innovative digital solutions.

ACCOMPLISHMENTS

Web Developer & Project Manager | [Asiesie](#) | United States, Indiana | October 2024 till date. (REMOTE)

- **Website Audit & Optimization** – Identify and fix performance issues, improve loading speed, and enhance UI/UX for better user experience. **(WordPress)**
- **Project Kickoff & Delivery** – Successfully plan, initiate, and execute a key project, ensuring it meets deadlines and objectives.
- **SEO Improvements** – Optimize website structure, metadata, and content for better search rankings and organic traffic growth.
- **Documentation & Reporting** – Establish clear project documentation, progress tracking, and reporting frameworks.
- **Budget & Resource Management** – Optimize project costs, allocate resources effectively, and minimize waste.
- **Website Optimization for Conversions** – Improve UX/UI, implement A/B testing, and optimize landing pages to increase lead generation and sales.
- Develop and execute effective email marketing campaigns. **(Zoho, Mailchimp, Xero, Gmail, Yahoo)**

Web Developer & IT Company Manager | [Broadway Edu Consult](#) | Accra, Ghana | November 2024 till date (REMOTE)

- **Website Redesign & Optimization** – Improve UI/UX for a seamless user experience, making it easier for students to explore study abroad options. **(HTML, CSS & WordPress)**
- **Cost Optimization & Vendor Negotiation** – Reduce IT expenses by securing better deals on hosting, software, and security tools.
- **Cloud & IT Infrastructure Upgrade** – Implement cloud storage solutions for easy document access and collaboration.
- **Student Application Portal** – Develop a system where students can track their applications, upload documents, and communicate with consultants.

- **Lead Generation System** – Implement inquiry forms, chatbots, and automated follow-ups to capture and convert student leads.

Digital Marketer & Web Developer | [Ahotofou Travels](#) | Accra Ghana | March 2022- till date (REMOTE)

- **Geo-Targeted Paid Advertising** – Launch **Facebook Ads, Google Ads, and Instagram promotions** targeting U.S.-based travelers.
- **Influencer & Social Media Growth** – Partner with **travel influencers and bloggers** to drive brand awareness and engagement.
- **Email Marketing & CRM Automation** – Set up automated email sequences for leads, nurturing them into paying customers.
- **Online Booking System Enhancement** – Upgrade or integrate a seamless **online booking and payment system** tailored for international customers.
- **Speed & Security Improvements** – Optimize website loading time, enhance SSL security, and prevent cyber threats.
- **Landing Pages for Targeted Destinations** – Create dedicated pages for **top U.S. travel destinations**, visa services, and special tour packages.

Live Websites Projects 2022-2024 | USA, Ghana & UK | From 2019 till date.

1. [Asiesie](#)
2. [Broadway Edu Consult](#)
3. [Ahotofou Travels](#)
4. [TrustJollin Ltd](#)
5. [Startech Multimedia Ltd.](#)

Graphic Designer & Classroom Teacher | [Mega Choice Modern Education Centre](#) | Accra, Ghana (ONSITE)

- **Modernized Teaching Methods** – Introduce digital tools like Google Classroom, Canva, or Kahoot to make lessons more engaging.
- **Student Learning Improvement** – Use **custom-designed educational materials** (infographics, videos, and worksheets) to enhance comprehension.
- **Creativity & Digital Skills Development** – Start a **Graphic Design or Multimedia Club** to train students in modern design tools.
- **Social Media & Branding Enhancement** – Create a **cohesive brand identity** with a school logo, color scheme, and engaging social media visuals.
- **SEO & Online Presence Setup** – Optimize the website for **local searches**, ensuring parents and students can easily find the school online.

SKILLS

1. **Web Development:** HTML, CSS, JavaScript, WordPress, Database Management.
2. **SEO & SEM:** On-page SEO, keyword research, backlinking, Google Analytics, Google Ads, Bing Ads, Facebook Ads.
3. **Social Media Management:** Facebook, Instagram, Twitter, LinkedIn, Hootsuite, Buffer, content scheduling, and analytics.
4. **Team Collaboration:** Cross-functional collaboration between designers, marketers, developers, and teachers
5. **Time Management:** Efficient time allocation, meeting deadlines, prioritization
6. **Cybersecurity:** SSL encryption, firewalls, antivirus software, data protection strategies
7. **Print & Digital Design:** Brochures, banners, posters, social media graphics, newsletters
8. **Branding & Identity:** Logo design, typography, color theory, visual storytelling

EDUCATION

- ❖ **Bachelor of Science in Computer Science, Marketing & Communications**
Adamawa State University, Adamawa, Nigeria | August 2020 (CAUR)
- ❖ **Online WordPress Web Development Certificate Course**
Erreda Digitals | September 2021 (CAUR)
- ❖ **Diploma in Computer Application Packages, Corel Draw & Internet**
Success Link Computer Training | 2019 (CAUR)
- ❖ **Web Development / Digital Marketing Six-Month Program**
IT For Youth Ghana | Ghana | June 2022 (CAUR)
- ❖ **Programming & Coding with W3Schools**
W3Schools | Online | March 2022 – August 2023 (CAUR)

Languages

- English – Fluent
- French – Basic
- Twi - Basic
- Hausa - Fluent