EDIDIONG (EKAETTE) EKAETTE

Software Developer | Digital Growth Strategist

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PROFESSIONAL OVERVIEW

Result-driven Developer who builds beautiful, high-converting websites. I focus on clean code, core web vitals, and strategic SEO to create experiences that users and search engines love. Recently delivered projects achieving **55k+ Google impressions** and scaled a social following **from 3 to 2,000+ in 90 days**.

KEY PROJECTS

Social Media Manager & Growth Strategist 09/2025 – Present

Tech Content Creator - LinkedIn

- Scaled a my social media presence on LinkedIn from **3 to over 2,500+ engaged followers in 90 days**
- **Engineered a daily content system that boosted engagement by 200%,** focusing on niche relevance and high-value interactions.
- **Manage all aspects of social media strategy** for a personal brand, including content creation, audience growth, analytics review, and platform optimization.

WebApp Developer 10/2025 – Present

Software Developer - Astro Services

- Develop and deploy Astro services from scratch, **achieving 55,000+ Google Search impressions** through an integrated **SEO strategy.**
- Integrate search and filter features for better user experience using JavaScript and Firebase.

- Sole developer and technical marketer, **responsible for 100% of the site's development** and growth metrics.

HealingLabs Website & Sales Funnel

12/2025 – Present

Landing Page Developer

- Built a high-converting, **multi-product landing page** for a luxury self-care brand.
- Featuring dynamic product to showcase and integrate lead capture.
- Converted over **70+ Sales via Organic Traffic Only.**

Blog Content Development

09/2024 – 11/2024

Content Editing - Freelance Project

- Wrote and optimized SEO-friendly blog posts across various niches to improve visibility and engagement.
- Conducted keyword research and used on-page SEO techniques to boost organic traffic.
- Created well structured, informative articles using WordPress and AI assisted tools like ChatGPT and Canva.

Dental Website

04/2022 – 06/2022

Dental Clinic Website - Aptech project

- Developed a responsive website for a dental clinic with sections for services, appointments, and contact information.
- Focused on clean UI design, accessibility, and smooth navigation using HTML, CSS, and JavaScript.

CAREER EXPERIENCE

Lead Generation Intern

10/2025 – Present

GAO Tek Inc

Uyo, Nigeria

- Identify potential leads using LinkedIn Sales Navigator, ZoomInfo, Apollo.io
- Research target companies and decision-makers
- Build and maintain prospect lists in spreadsheets or CRM

- Craft and send cold emails (typically 150+ per day)

Front End Web Developer 10/2025 – 11/2025

CodeAlpha Uyo,Nigeria

- Build responsive websites using HTML5, CSS3, JavaScript
- Develop interactive user interfaces with React, Vue, or Angular
- Convert design mockups (Ux Pilot, Figma) into functional code
- Write clean, maintainable, and scalable code

Content Editor 09/2023 – 03/2024

Nicholas Idoko Technologies — Remote / Temporary Uyo, Nigeria

- Produced high-quality AI-assisted content using ChatGPT, Google Bard, and Canva Magic Write.
- Created and published engaging WordPress articles with complementary high-resolution AI-generated images.
- Proofread and refined content to maintain brand standards and boost user engagement.

Android App Developer 01/2023 – 06/2023

WeOut Project StartUp - Remote/Temporal Uyo, Nigeria

- Developed and tested Android applications.
- Collaborated with the team to implement app features and optimize performance.

🎓 ACEDEMIC QUALIFICATION

Advanced Diploma in Software Engineering 01/2021 – 04/2024

Aptech Computer Education Uyo, Nigeria

Earned an Advanced Diploma in Software Engineering (ADSE) from Aptech, gaining practical skills in software development, database management, and application design. Applied hands-on training to build and deploy real-world web and mobile Solutions.

Senior School Certificate (SSCE) 09/2014 – 07/2020

Nobles International School Eket, Nigeria

Completed secondary education at Nobles International School, developing strong communication, teamwork, and analytical skills.

SKILLS

WebApp Development
Build responsive WebApps with modern tools and frameworks.

SEO & Content Creation
Create and optimize blog posts, articles, and AI-generated content for engagement and clarity.

Voiceover & Presentation
Producing voiceovers and AI-enhanced motivational video content for YouTube.

Social Media Management
Skilled in creating content strategies, managing brand pages, and analyzing engagement metrics to improve audience growth.

Email Marketing
Proficient with tools like Mailchimp, Brevo, Zoho, HubSpot, and Apollo for lead sourcing and engagement tracking.

AI-Assistance Tools
Skilled with ChatGPT, Google Bard, Canva Magic Write, and Bing Image Creator for efficient content generation and design.

Technical Tools
Familiar with GitHub, Google Workspace, Notion, and Canva for collaboration, planning, and creative design.

UI/UX Understanding
Basic knowledge of user-centered design principles to enhance usability and visual appeal of digital products.

REFERENCES

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