

# BALOGUN FARUQ

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## Profile Summary

A dedicated and skilled web designer with strong expertise in web development, graphic design, and digital marketing. Known for delivering innovative and tailored solutions that help businesses establish a solid online presence. Proficient in creating responsive and user-friendly websites while integrating SEO best practices to boost visibility. Seeking to apply my technical skills and creativity in a challenging and dynamic environment.

## Education

### McPherson University

Bachelor of Science in International Relations

*September 2019 – July 2023*

## Work Experience

### The Beatitude Nexus Academy, Ibadan, Oyo State

*Head, Media and Information Technology*

[beatitudenexusacademy.com](http://beatitudenexusacademy.com)

*April 2024 – Present*

- Manage the Academy's website and digital media strategy.
- Oversee the integration of media devices to support online presence during events.
- Lead the development of online content and supervise social media personnel.

### The Beatitude Scholarship Fund, Ibadan, Oyo State

*Website Developer/Social Media Manager*

[thebeatitude.org](http://thebeatitude.org)

*September 2023 – Present*

- Designed and managed the organization's website and social media strategy.
- Led the implementation of a centralized Linktree to enhance online accessibility.
- Strategized content curation for social media platforms to promote the organization's mission.

### WhenISayDesign (birthed by WhenISayMusic)

*Founder, Website Developer/Social Media Manager*

*January 2019 – Present*

- Specialize in creating responsive and mobile-first websites across various sectors, including E-commerce, Fintech, Agriculture, and Portfolio.
- Integrated API functionalities and SEO best practices to improve website functionality and search rankings.
- Analyzed social media metrics to optimize digital campaigns and enhance brand visibility.

## Technical Skills

- **Web Development:** HTML, CSS, JavaScript, WordPress
- **SEO:** Google Analytics, Google Search Console, Google My Business
- **Digital Design:** Logo Design, Website Graphics, Video Editing
- **Social Media:** Social Media Strategy, Content Creation

## Languages

Fluent in English and Yoruba

## My Projects

- <https://www.beatitudenexusacademy.com/portal>
- <http://omninetpro.com/>
- <http://thebeatitude.org/>