

Demilade Akeredolu-Martins

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SUMMARY

Results-driven WordPress Web Designer & Developer with 5+ years of experience crafting mobile-responsive, user-friendly, and high-converting websites for businesses and startups worldwide. I specialize in building custom WordPress solutions including eCommerce stores, membership sites, and landing pages—that combine visual appeal with seamless functionality.

Skilled in Elementor, Divi, Gutenberg, and custom coding (HTML, CSS, JavaScript, PHP), I've successfully delivered websites that load fast, rank well, and drive measurable engagement. Proficient in plugin integration and performance optimization using tools like Yoast SEO, WP Rocket, and Gravity Forms. I thrive in fast-paced, remote teams and bring strong communication, problem-solving, and deadline management to every project.

Let's connect: Looking for a dedicated WordPress expert to elevate your online presence? I'm ready to help you bring your vision to life.

EXPERIENCE

CEO

ACES Digital

July 2024 - Present, Ibadan, Oyo State, Nigeria · Remote

- Spearheaded company-wide digital transformation initiatives at ACES Digital, amplifying operational efficiency and strengthening market positioning through data-driven decision making and refined business processes.

IT Manager

Connoisseurs Meetings and Training Hub

July 2024 - Present, Hybrid

- Skills: Enterprise Resource Planning (ERP) · Responsive Web Design · Customer Relationship Management (CRM) · Search Engine Optimization (SEO) · Website Optimization (Speed, SEO, Security) · WordPress · Web Development · User Interface Design · Information Technology Infrastructure · Website Maintenance & Support · Plugin Integration & Customization · WordPress Theme Customization (Elementor, Divi, Gutenberg)

IT Manager

Solarworld Alternative Energy Resources Nig, LTD

July 2024 - Present, Hybrid

- Skills: Enterprise Resource Planning (ERP) · Responsive Web Design · Customer Relationship Management (CRM) · Search Engine Optimization (SEO) · Website Optimization (Speed, SEO, Security) · WordPress · Custom WordPress Website Design & Development · Information Technology Infrastructure · Website Maintenance & Support · Plugin Integration & Customization · WordPress Theme Customization (Elementor, Divi, Gutenberg)

Product Manager

Misfits Academy

June 2024 - Present, Manchester, England, United Kingdom · Remote

- Developing the online platform educational platform and making sure all operations are running smoothly and efficiently. Growing the platform to over 700 users within 2 months.

Manager

Connoisseurs Meetings and Training Hub

September 2023 - Present, On-site

- Successfully led and managed a team of professionals, overseeing their performance and development.
- Developed and implemented innovative training programs that exceeded client expectations.
- Coordinated and executed largescale meetings, conferences, and workshops with meticulous attention to detail.
- Built and maintained strong relationships with clients, fostering longterm partnerships.
- Actively sought new business opportunities and expanded the company's client base.
- Implemented effective marketing and sales strategies to drive revenue growth.
- Stayed up to date with industry trends and best practices to ensure the company's competitiveness.
- Demonstrated exceptional leadership, communication, and organizational skills.

Administrative Manager

Solarworld Alternative Energy Resources Nig, LTD

January 2022 – Present, On-site

- Skills: Time Management · Spreadsheets · Interpersonal Skills · Tech Savy · Microsoft PowerPoint · Public Trust · Microsoft Office · STEM · Attention to Detail · Microsoft Excel · Management · Analytical Skills · Microsoft Word · Problem Solving · Compensation

Assistant Project Manager

Solarworld Alternative Energy Resources Nig, LTD

April 2019 – Present

- Skills: Establishing Priorities · Time Management · Responsive Web Design · Workload Prioritization · Spreadsheets · Interpersonal Skills · Tech Savy · Microsoft PowerPoint · Public Trust · Web Project Management · Microsoft Office · STEM · FrontEnd Development · Project Planning · Computer Science · Attention to Detail · Microsoft Excel · Briefing · Microsoft Word · Compensation

Engineering Technician

Solarworld Alternative Energy Resources Nig, LTD

April 2019 – March 2021, On-site

- Skills: Electrical Troubleshooting · Time Management · Spreadsheets · Interpersonal Skills · Alternative Energy · Tech Savvy · Microsoft PowerPoint · Public Trust · Microsoft Office · Project Planning · Solar Energy · Attention to Detail · Microsoft Excel · Microsoft Word · Solar System Design · Electrical Engineering · Compensation

PROJECT

SAAS Reseller Hosting and Domain Platform

Misfits Academy · mftsarchitect.com · November 2024 – Present

- Set up a cPanel reseller hosting account via WHM, achieving full server access with custom nameservers properly configured.
- Installed the WHMCS billing platform using a PHP script, with license activation and automation cron jobs tested successfully.
- Integrated WHMCS with WHM and cPanel via API, enabling automated account creation and suspension with test accounts verified.
- Created custom hosting packages in WHM, each with specific disk space, bandwidth, and email limits that were tested and confirmed.
- Linked WHMCS to WordPress using a bridge plugin, ensuring single sign-on functionality and consistent branding across platforms.
- Installed and customized a WordPress hosting theme, optimizing for mobile responsiveness and achieving a load time under 3 seconds.
- Deployed additional PHP scripts for added features like status pages and support widgets, confirming all custom functions worked as intended.
- Configured payment gateways such as PayPal and Pystack in WHMCS, with test payments processed and invoice delivery confirmed.
- Set up domain and hosting products in WHMCS, linking them to registrar modules and verifying automatic provisioning for purchases.
- Scheduled cron jobs for WHMCS automation tasks like invoicing and client notifications, and verified they executed on time daily.
- Customized WHMCS email templates with Misfits Architect branding, achieving an email deliverability rate above 80%.
- Enabled security measures including reCAPTCHA, 2FA, and SSL across WHMCS and WordPress, confirming full HTTPS compliance and secure logins.
- Built a support system with a knowledgebase, announcements, and ticketing, tracking engagement and ensuring timely ticket responses.
- Monitored server performance through WHM tools and third-party monitors, maintaining uptime above 99.9% and stable resource usage.
- Launched the full SaaS hosting platform on mftsarchitect.com, onboarding the first users and confirming all client-side flows functioned without errors.

LMS Membership Website

Misfits Academy · macademy.tech · June 2024 – Present

- Set up the domain and hosting, achieving 99.9% uptime, SSL installation, and server response time under 600ms.
- Installed and configured WordPress, ensuring the latest version was used and all basic settings were completed.
- Installed and activated an LMS plugin like Tutor LMS, tracking the plugin version and number of active LMS features.
- Installed and customized an LMS-compatible theme, with mobile responsiveness scoring over 90% and page load time under 3 seconds.
- Created courses, modules, lessons, and quizzes, with metrics showing number of courses, average lessons per course, and quiz completion rate.
- Set up user roles and permissions (admin, instructor, student), and monitored the number of roles created and users registered under each role.
- Integrated payment gateways like Pystack and Stripe, tracking successful transactions and cart abandonment rate.
- Set up membership plans using PMPro plugin, measuring the number of active members and the distribution across tiers.
- Configured automated emails for enrollments and progress updates, and tracked open rates, click-through rates, and automation workflows.
- Customized student and instructor dashboards, with metrics showing average session duration, bounce rate, and user satisfaction levels.
- Installed security and backup systems, tracking threats blocked, backup frequency, and success of test recoveries.
- Optimized the site for SEO and performance using Rank Math, achieving high page speed scores and growth in organic traffic.

- Installed tracking tools like Google Analytics and Facebook Pixel, and measured user traffic, behavior flow, and conversion rates.
- Performed full testing and quality assurance, resolving bugs and tracking test pass rates and user feedback.
- Launched the LMS site and monitored post-launch performance with metrics such as number of enrollments, zero downtime, and speed benchmarks.
- Maintained and updated the site regularly, tracking plugin and theme update frequency and resolved support requests.

Business Website Design and Development

Solarworld Alternative Energy Resources • solarworldnigeria.org • September 2019 – Present

- Registered the domain **solarworldnigeria.org** and set up reliable hosting, achieving 99.9% uptime and full DNS propagation within 24 hours.
- Installed and configured WordPress on the hosting server, ensuring the latest version was used and basic security settings were applied.
- Installed a lightweight and responsive solar business WordPress theme, achieving a mobile responsiveness score of 95% and page load time under 3 seconds.
- Designed a clean, conversion-focused homepage with clear service CTAs, resulting in improved bounce rate and increased time on site during testing.
- Created essential service pages such as **solar installation**, **inverter/battery swap**, and **biogas systems**, with keyword-optimized content for SEO ranking.
- Integrated a contact form and WhatsApp click-to-chat button, reducing lead friction and capturing test inquiries during user flow testing.
- Installed an SEO plugin (Rank Math) and optimized metadata, headings, and URLs, achieving a Google PageSpeed SEO score of over 90%.
- Added Google Analytics and Facebook Pixel tracking, enabling real-time visitor tracking and pixel firing verification for remarketing.
- Installed a caching plugin and image optimization tools, achieving a GTMetrix performance score of A and total page size under 1MB.
- Embedded Google Maps location on the contact page, enhancing local SEO and improving user navigation to the Ibadan office.
- Published testimonials and customer reviews, including a 5-star solar generator review, increasing trust signals and reducing hesitation for new leads.
- Created blog sections for renewable energy education and solar tips, and drafted the first posts to support content marketing strategy.
- Set up admin email notifications and SMTP for reliable contact form delivery, confirmed via successful test submissions.
- Enabled daily automated backups and security monitoring with Wordfence, ensuring recovery points and blocking suspicious login attempts.
- Launched the full website and submitted it to Google Search Console, confirming indexing of key pages and impressions in search results within the first week.

EDUCATION

Bachelor's degree, Industrial Engineering

Industrial and Production Engineering University of Ibadan, Nigeria. • Oyo State, Nigeria • 2021

SKILLS

Industry Knowledge: Site Build, Information Technology Infrastructure, Customer Relationship Management (CRM), Enterprise Resource Planning (ERP), User Interface Design, Web Development, Web Design, Web Applications, Search Engine Optimization (SEO), E-commerce SEO, Website Updating, Business Growth Strategies, Internet Design, Administration, Customer Satisfaction, Web Project Management, Responsive Web Design, Front-End Development, Public Trust, Project Planning

Tools & Technologies: WordPress, Wix Website Builder, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Microsoft Office

Interpersonal Skills: Establishing Priorities, Workload Prioritization, Attention to Detail, Interpersonal Skills, Problem Solving, Communication, Management, Leadership, Analytical Skills

Languages: English
