

EWEJOBI OLUWATOSIN

WordPress Developer | Elementor Expert | AI Automation Specialist

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PROFESSIONAL PROFILE

Results-driven WordPress Developer with 5+ years of experience designing, developing, and optimizing WordPress websites for businesses, nonprofits, healthcare, education, and service-based organizations. Skilled in WordPress, Elementor Pro, WooCommerce, responsive web development, website migration, SEO, speed optimization, API integrations, and website maintenance. Experienced in building conversion-focused websites and practical AI automation workflows for lead qualification, voice outreach, proposal delivery, and follow-up. Developed a custom WordPress audit plugin to help identify front-end plugin usage across public pages and improve visibility into page-level plugin footprint.

SKILLS

WordPress & Website Development: WordPress, Elementor Pro, Divi Builder, Webflow, WooCommerce, custom WordPress websites, theme customization, plugin configuration and development, responsive web design, landing pages, website redesign, maintenance and migration

SEO, Performance & UX: Technical SEO, on-page SEO, schema markup, website speed and performance optimization, mobile optimization, UX/UI design, conversion rate optimization, security best practices, cross-browser compatibility

Integrations & Technical Tools: REST API integrations, CRM and contact-form integration, payment gateway integration, HTML5, CSS3, basic JavaScript, MySQL, Google Analytics, Google Search Console

AI Automation & Workflow Design: AI workflow automation, prompt engineering, no-code automation, API-based automation, business process automation, AI-assisted content creation, lead qualification and routing, automated follow-up

Tools & Platforms: WordPress, Webflow, Elementor Pro, Tally, Airtable AI, Vapi AI, Slack, email workflows, Divi, WooCommerce, Figma, Adobe Photoshop, Adobe Illustrator, Adobe XD, Canva, Git, GitHub, Trello, Notion, Zoom, Mailchimp, Google Workspace, ChatGPT, Claude AI, Zapier, Midjourney

SELECTED TECHNICAL PROJECTS

Custom WordPress Site Audit Plugin | Independent Development Project | 2026

- Developed a custom WordPress plugin to audit front-end plugin usage and identify the public pages where detected plugins appear.
- Expanded the reporting approach to include page-level occurrence counts, helping show how frequently a plugin appears across a site's pages rather than only listing affected pages.
- Investigated crawl reliability and public-URL coverage, iterating on the scanner and diagnostic process to improve the number of discoverable pages it can assess.
- Built the tool to support practical website audits, plugin-footprint reviews, and more targeted technical optimization.

AI-Powered Lead Qualification & Proposal Automation | Workflow Design | 2026

- Designed a lead workflow that captures prospect details through Tally forms and automatically syncs submissions into Airtable.
- Uses Airtable AI to qualify leads; records with a project value above \$10,000 trigger the next stage of the automation.
- Integrates Vapi AI to call qualified prospects and ask about their needs and whether they would like to receive a proposal. Routes answered calls separately from unanswered calls, then branches based on the prospect's proposal interest.
- For unanswered calls, routes the lead into follow-up handling: sends an email, records the outreach status in Airtable, and notifies the team by email or Slack with the original form details.
- For prospects who request a proposal, triggers proposal document preparation and delivery, starts a follow-up email sequence, and updates Airtable. For prospects who decline, records the decision and sends the appropriate follow-up email.
- Tracks lead qualification, call outcomes, proposal activity, and follow-up actions in Airtable to support consistent handoffs and visibility for the team.

PROFESSIONAL EXPERIENCE

Solatera Pest Control (Denver, United States)

WordPress Website Developer | Remote | 2025

- Developed and optimized a service-focused WordPress website for a Denver-based pest control company serving residential, commercial, and property-management clients.
- Structured dedicated service pages for rodent control, mosquito control, termite treatment, bed bug treatment, and other pest-management services to improve content discovery and local search visibility.
- Built clear conversion paths around free inspections, service inquiries, and phone calls to help turn local website traffic into qualified leads.
- Optimized location-based content and service pages for Denver-area communities, supporting visibility across targeted local pest-control searches.

- Improved mobile responsiveness, page structure, and user experience to make service information and booking actions easier to access across devices.
- Collaborated with business stakeholders to organize service messaging, trust signals, licensing information, and customer-facing content.

IDEAS NET (United States)

WordPress Website Developer | Remote | 2025

- Developed a multilingual WordPress website supporting IDEAS' financial and economic inclusion programs for Latin American migrant and returnee micro-entrepreneurs in Mexico.
- Organized program information into clear sections covering financial education, economic inclusion, business training, incubation, funding, and support resources.
- Improved resource discovery through intuitive navigation and structured content pathways for migrants, returnees, financial institutions, NGOs, and program partners.
- Implemented bilingual/multilingual functionality to make key resources and program information more accessible to Spanish- and English-speaking audiences.
- Integrated registration, contact, donation, and participation pathways to support engagement with IDEAS programs and initiatives.
- Built a flexible CMS structure that enabled the organization to update training programs, financial inclusion resources, success stories, and community initiatives without developer assistance.

Prima Luxury Hairs

WordPress Website Developer | Remote | 2026

- Designed and developed a visually polished WordPress website for a luxury hair brand, translating the brand identity into a premium digital experience.
- Created responsive page layouts with consistent typography, imagery, spacing, and brand presentation across devices.
- Structured product and service content to make key offerings easier for visitors to browse and understand.
- Implemented Elementor Pro to give the client greater control over updating website content, imagery, and promotional sections.
- Optimized the website for mobile responsiveness, usability, and performance across desktop, tablet, and mobile devices.
- Integrated clear calls to action and contact pathways to encourage inquiries and customer engagement.

Crest Ascent Agency

WordPress Website Developer | Remote | 2026

- Designed and developed conversion-focused WordPress websites for service-based businesses, combining modern UI design, responsive development, SEO fundamentals, and strategic calls to action.
- Built custom Elementor and WordPress layouts tailored to each client's brand, audience, services, and business objectives.
- Improved website usability by restructuring navigation, page hierarchy, messaging, and conversion paths around customer journeys.
- Optimized website performance, mobile responsiveness, technical structure, and on-page SEO to improve accessibility and search visibility.
- Integrated forms, analytics, third-party tools, APIs, and business workflows to support lead generation and operational efficiency.
- Conducted website audits covering performance, mobile responsiveness, design, messaging, CTAs, SEO, security, and technical issues, translating findings into actionable recommendations.
- Collaborated directly with clients and stakeholders to gather requirements, present design solutions, manage revisions, and deliver websites aligned with business goals.

Endless Growth Counseling

WordPress Website Developer | Remote | 2025

- Designed and developed a responsive WordPress website for a Virginia-based online therapy practice serving adults through secure telehealth services.
- Created dedicated service pages for anxiety therapy, trauma and PTSD therapy, EMDR, ADHD therapy, neurodivergent adult therapy, and life-transition support.
- Built clear information architecture to help prospective clients understand therapy services, practitioner credentials, pricing, insurance information, and the consultation process.
- Implemented prominent consultation and appointment calls to action to create a clearer path from service discovery to booking.
- Designed a warm, accessible visual experience supporting trust, privacy, professionalism, and ease of navigation.
- Optimized mobile access and structured on-page SEO around relevant therapy services and Virginia-based searches.

OTHER EXPERIENCE

Head of Visuals — StarsToDocs, USA | Jan 2024–Present

Senior Graphics Designer — Crest Ascent, Nigeria | Jan 2026–Present

Graphics Designer — Exquisite Designs by Jade, Nigeria | Mar 2021–Present

Graphics Designer — Brave Achievers, Remote, USA | Mar 2023–Dec 2025

Graphics Designer — Mola Groceries Store, Nigeria | Oct 2025–Present

Senior Graphics Designer — Xponent Investment, Nigeria | Jan–Dec 2021

Senior Graphics Designer — Biz Essentials, Nigeria | Jan–Dec 2021

EDUCATION & PROFESSIONAL CERTIFICATIONS

- Bachelor of Arts in Food Science and Technology — Obafemi Awolowo University, Ile-Ife, Nigeria
- Agile and Scrum Masterclass, Certification Edge (2025)

- WordPress Development Certification, Udemy (2020)
- Learning Graphic Design, LinkedIn (2020)
- Digital Marketing Certification, Google (2019)
- Graphics Design Certification, Zurnergy Media (2017)