Johnson *Oke*

DIGITAL BRAND AND PRODUCT BUILDER

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Based in Nigeria

PROFILE

Digital brand and product builder with six years of experience helping coaches, therapists, consultants and mission-driven organisations show up online with clarity. I design and build the whole presence: brand identity, websites, content systems and, increasingly, custom web apps such as portals, trackers and dashboards.

I direct AI rather than simply switching it on. I have used AI tools since 2023, choosing and customising them for each brand and checking every feature earns its place. A Google UX Design certification keeps the person using the work at the centre of every decision.

Open to freelance projects, and to digital marketing, brand and content or digital growth roles.

RESULTS

1.1M+ views, 29,000+ followers

Content strategy for a client's professional brand account, leading to brand ambassador partnerships.

70% organic traffic growth

Career coaching website launched, then revamped with SEO and Google best practice, drawing visitors from several countries.

4 custom web apps

A school results and fees portal, a free expense tracker, a sales CRM prototype and a live audience tool for workshops.

Complete digital presences

Websites, brand identity and content systems for specialists in leadership coaching and psychotherapy, now building networks and client pipelines.

EXPERIENCE

Freelance Digital Brand and Product Builder

Dec 2024 to present

Self-employed. Remote, for clients in the UK and Nigeria.

- Design and build websites, brand identities and content systems for a leadership clarity and emotional intelligence practice, a counselling practice and other small organisations.
- Design and build custom web apps with directed AI: a school report card and fees portal with role-based logins, an expense tracker that reads bank statements in the browser, a sales CRM for a solar distributor and a live workshop tool.
- Direct AI tools and prompt engineering per client, rather than generic workflows, to raise output quality and speed while keeping each brand's voice.
- Plan content, manage social platforms and grow audiences, tying each asset to an enquiry or revenue outcome. Produced and managed educational video for a client Instagram account that grew past 1.1 million views and 29,000 followers.

Digital Brand and Marketing Specialist

Mar 2020 to Nov 2024

Sam Soyombo Career Pathways. Remote, Scotland (UK).

- Joined as a web designer and grew into managing the full digital presence of a UK careers advisory organisation serving professionals across Africa and the Caribbean.
- Built and launched the first website with WordPress and Elementor, then revamped it a year later with updated SEO, producing a 70% increase in organic traffic and international visibility.
- Led content strategy, writing blog articles, website copy and thought leadership in the founder's voice.
- Supported daily virtual operations: scheduling, communications, project tracking and file management.

EXPERIENCE, CONTINUED

Public Relations Intern

Jan 2017 to Mar 2018

Moshood Abiola Polytechnic, Nigeria.

- Supported institutional communications: press releases, social media engagement, event coordination and media outreach, under editorial guidance.

SELECTED PROJECTS

School report card and fees portal LIVE
Report cards, fees, bank statement matching and family records for one school, with a login for every teacher.

Cornerstone Solar CRM PROTOTYPE
Sales and prospect tracking for marketers, with separate views for the MD, the social media manager and each marketer.

Vanusa Antonio website LIVE
Full rebuild for a leadership clarity and emotional intelligence practice. vanusaantonio.com

The Thames Home Collective PREVIEW
Multi-page site and brand for a private house management service in south-west London.

SpendReplay LIVE
Free, private expense tracker that turns a bank statement into plain-language insight. talkingfingers.pages.dev

Live workshop tool BUILT
Audience answers anonymously on their phones and appear live on the presenter's screen.

Help Ariseth Counselling Services LIVE
Complete digital home for an accredited psychotherapist, with booking, courses and a blog. helpariseth.com

Solarite Mall and Deluxefoodie CONCEPT
An e-commerce prototype for a solar business and a five-page catering website built as a spec project.

Full case studies with screenshots: johnson-oke.pages.dev/work

CORE SKILLS

Web app design and build · Brand strategy and identity · Website design and development · UX and product design · AI direction and prompt engineering · Content strategy and copywriting · SEO and analytics · Social media and audience growth · Graphic and video content · PR and communications

TOOLS AND PLATFORMS

Claude, ChatGPT, NotebookLM, Firebase, Cloudflare Pages, WordPress, Elementor, Canva, CapCut, Meta Business Suite, LinkedIn, YouTube, Google Analytics, Google Search Console, RankMath, Yoast SEO, Grammarly Premium, Google Workspace, ClickUp.

EDUCATION

Higher National Diploma, Mass Communication
Moshood Abiola Polytechnic, 2017 to 2019

National Diploma, Mass Communication
Moshood Abiola Polytechnic, 2014 to 2016

LANGUAGES

English: fluent, professional working proficiency
Yoruba: native

CERTIFICATIONS

- Google UX Design Certification
- Prompt Engineering Specialisation
- Google Prompting Essentials Specialisation
- The Fundamentals of Digital Marketing, Google
- Adobe Content Creator Specialisation
- Graphic Design Essentials