SOFTWARE ENGINEER

&

WEB DEVELOPER

AGENDA

INTRODUCTION

Hello and welcome!

ABOUT

My name is Ola, and I'm a software engineer and web developer.

I specialise in crafting digital solutions for small and medium-sized enterprises (SMEs).

I focus on driving business growth, saving time, cutting costs, and enhancing decision-making.

My aim is to improve business effectiveness through digital solutions.

WHY ME

I bring a unique blend of technical expertise in software engineering and web development, combined with a deep understanding of business operations and marketing.

This allows me to deliver tailored digital solutions that not only meet technical requirements but also enhance business efficiency.
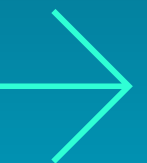
EDUCATION

COURSEWORK IN SOFTWARE ENGINEERING
Project in Web App Development

BACHELOR OF COMPUTER SCIENCE
Graduated in Business Information Systems.

CERTIFICATE IN BUSINESS MANAGEMENT
Based on Secondary Education

DIGITAL MARKETING TRAINING
Online course

HARD SKILLS

SOFTWARE ENGINEERING | WEB DEVELOPMENT

Explore my Software Engineering and full-stack Web Development hard skills. Discover the key tools, methods and expertise I utilise daily.

REQUIREMENTS GATHERING
SMART, MoSCoW, MVP, PBI

MODELING
OOA, ERD, DFD, UML, UCD (LucidChart)

DATABASE DEVELOPMENT
SQL/MySQL , NoSQL/ MongoDB

UI/UX/IXD DESIGN
Wireframes, Prototypes (Axure)

CODING
Python, SQL

WEB DEVELOPMENT
Django, Bootstrap 5, Sass

WEB SCRAPING
BeautifulSoup, API

BOT DEVELOPMENT
Smtplib, Selenium

TESTING
Unit, Integration, System, Usability

DEPLOYMENT
platform.sh, IONOS, FTP/FileZilla

VERSION CONTROL
Git, GitHub

PROJECT MANAGEMENT
Agile

HARD SKILLS

BUSINESS OPERATIONS

Explore my Business Operations hard skills. Discover the key tools, methods and expertise I utilise daily.

ACCOUNTING RECORDS
Single Entry, Double Entry

DATA ANALYSIS AND VISUALIZATION
Quant. Meth, Stat.Meth, Tech.Meth.,Numpy, Matplotlib, Numpy, Pandas, Plotly, Excel, GA

DATABASE MANAGEMENT
3T Studio

DIGITAL MARKETING
SOSTAC, Google Ads, SEO (On-page, Off-page, Technical), Content Development, Brand Identity, Media Design (Canva)

INFORMATION SYSTEMS PLANNING AND SELECTION
Porter's Model, Value Chain, FRM, F&C, Linking Strategy

STRATEGIC MARKETING
PEST, SWOT, TOWS, 7Ps, UPS

SOFT SKILLS

I hold the ABRSM Piano Performance Grade 5 Certificate, a testament to my dedication to music.

This accomplishment, combined with a strong work ethic, has profoundly influenced the cultivation of my soft skills.

ATTENTION TO DETAIL

Allows me to understand and address the nuances of user requirements accurately.

CREATIVITY

Empowers me to foster innovative solutions, craft original designs, and explore novel approaches to problem-solving.

DILIGENCE

Enables me to solve intricate development challenges efficiently.

EFFECTIVE COMMUNICATION

Facilitates effective collaboration with team members.

TIME MANAGEMENT

Enables meeting deadlines and managing project timelines effectively.

TARGET AUDIENCE

Types of clients I work with

INDUSTRY REACH

Specialisation in serving SMEs across diverse industries:
- Digital Marketing and E-commerce
- Education and Consulting
- Professional Services
- Retail Sectors
- Technology and Software Development

OUTLOOK & LOCATION

- Flexible approach enables seamless work both online and offline.
- Based in London, I am equipped to manage international projects.

COOPERATION OPTIONS

- Contracts
- Outsourcing
- Offshoring

TAGS

- Business Owners
- Chief Information Officers
- Conferences and Events Attendees
- Educational Institutions
- Entrepreneurs
- Government Agency
- Heads HR Managers
- Headhunters
- IT Directors
- Nonprofit Executive Directors
- Recruiters
- Startup Founders

SERVICES

What I can do for you

www.olak.digital/portfolio

CONSULTING | PLANNING | DEVELOPING | MANAGING | MAINTAINING

Software Projects

- Databases
- Websites
- Web Applications
- Landing Pages
- Email Templates
- Information Systems

Data Projects

- Collection: Scraping, API
- Cleaning
- Analysis: Quantitative, Statistical,Technical
- Visualisation

Strategic Marketing Projects

- Competition Research
- Customer Segmentation
- Market Positioning
- Strategy Operationalisation: 4Ps, 7Ps

Digital Marketing Projects

- Customer Retention & Acquisition
- Customer Journey
- Campaign Operationalisation
- Search Marketing: SEO, PPC
- Online Partnerships: Affiliation, Link Building
- Opt-in Email: Cold Emails, E-newsletters, Ads

CONTACT ME

Reach out to me today!
www.olak.digital/contact

To access my direct contact information, please register on my website
www.olak.digital/register