

FIMIJOBA MICHEAL OLADOKUN

Data Analyst | SEO Specialist | Marketing Analyst

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PROFESSIONAL SUMMARY

Results-driven Data Analyst, SEO Specialist, and Marketing Analyst with 3+ years of experience leveraging data to drive business growth, improve decision-making, and deliver actionable insights. Skilled in Microsoft Excel, Power BI, Tableau, SQL, Python, and SEO analytics tools. Proven ability to combine technical analysis, business understanding, and clear communication to translate complex data into impactful strategies. Founder of codewithfimi.com, a data analytics and AI blog that grew from 0 to 3,000+ monthly visitors in seven months through data-driven SEO.

KEY ACHIEVEMENTS

- Grew kampus-group.com/ng weekly blog impressions from 2,000 to 100,000+ and search clicks from 3 to 900+ through data-driven SEO and content strategy
- Improved average search position from 25 to 5.5 and click-through rate from 0.1% to 1.5%, generating 500+ organic leads weekly
- Achieved 25% reduction in SQL query response times through optimization and data restructuring
- Grew codewithfimi.com from 0 to 3,000+ monthly visitors in seven months via strategic SEO and consistent content creation
- Trained 15+ professionals in SQL, Python, Power BI, and Excel

PROFESSIONAL EXPERIENCE

Marketing Analyst/SEO Specialist | Kampus Group Nigeria | Lagos, Nigeria Feb 2025 – Present

- Drive data-informed digital growth strategy combining SEO analytics, content performance analysis, and campaign reporting
- Analyze website engagement metrics and search performance data to optimize content strategy and increase organic reach
- Develop and maintain interactive Power BI dashboards tracking marketing KPIs, regional growth, and lead generation performance
- Collaborate with cross-functional teams to present data-backed insights that support business decision-making
- Generate comprehensive reports on user feedback, campaign performance, and conversion metrics for senior stakeholders
- Implemented SEO strategy that increased weekly impressions from 2,000 to 100,000+ and clicks from 3 to 900+ within eight months
- Improved average search ranking position from 25 to 5.5, boosting click-through rate from 0.1% to 1.5%
- Generated 500+ organic leads weekly, reducing company dependence on paid Google Ads
- Developed automated reporting dashboards consolidating multiple data sources for cross-team decision-making

Founder & Content Lead | CodeWithFimi (codewithfimi.com) | Lagos, Nigeria Oct 2025 – Present

- Founded and grew a data analytics blog from 0 to 3,000+ monthly visitors in seven months through strategic SEO and content planning
- Create weekly technical content on SQL, Python, Power BI, Excel, and business intelligence for a growing audience of data professionals
- Apply audience analytics and keyword research to inform content strategy, achieving consistent month-over-month traffic growth

Data Analyst & Tutor | Evolutionary School of Thought | Lagos, Nigeria Nov 2022 – Jun 2025

- Trained 15+ beginner-level professionals in SQL, Python, Power BI, and Excel through structured curriculum and hands-on projects
- Designed and maintained performance dashboards to monitor student progress and program effectiveness
- Developed comprehensive curriculum materials for data analytics training programs covering real-world case studies

- Designed and led student-centered analytical projects applying industry tools to practical business scenarios

TECHNICAL SKILLS

Analytics & BI Tools: Power BI, Tableau, Microsoft Excel (Advanced), Google Analytics

Programming & Query: SQL (Advanced), Python (Pandas, NumPy, Scikit-learn), DAX

SEO & Digital Marketing: On-page SEO, Keyword Research, Google Search Console, Content Strategy, Technical SEO

Data Techniques: Data Cleaning, Dashboard Development, Predictive Modeling, Statistical Analysis, A/B Testing

Soft Skills: Data Storytelling, Stakeholder Presentations, Cross-functional Collaboration, Training & Mentoring

Other Tools: WordPress, Git/GitHub

KEY PROJECTS

Customer Payment Analysis

- Analyzed transactional payment patterns and customer behavior using advanced SQL queries; created Power BI dashboards visualizing payment trends and customer segments; delivered actionable insights for payment optimization and customer retention

Data Science Salary Prediction Model

- Developed linear regression model with Python (Scikit-learn, Pandas) predicting average salaries across data science roles; performed feature engineering and model validation; generated market analysis insights on salary trends

HR Analytics Dashboard

- Processed and analyzed HR data to identify employee retention patterns; created interactive Excel and Power BI dashboards tracking key HR KPIs; provided strategic recommendations for talent management

World Continent Growth Analysis

- Queried and analyzed World database using SQL to examine global development patterns; transformed raw data into Power BI visualizations showing continental economic and demographic growth trends

EDUCATION

Bachelor of Science – Physiology | University of Ilorin | Ilorin, Nigeria

Sep 2019 – Aug 2024

Grade: 4.13 / 5.0 | Award: Most Intellectual – Student Physiological Association of Nigeria (July 2024)

CERTIFICATIONS

- Diploma in Data Analytics – Austin Peay State University (Sep 2022)
- Oracle SQL Concepts and Commands – EDUCBA (Sep 2022)
- Data Analysis with Python – freeCodeCamp (Aug 2022)

LANGUAGES

English (Fluent)