Ezekiel Adewumi

Data analyst. Digital marketer. Design engineer.

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OBJECTIVE

I design, build, and market digital products end to end. 10+ years of experience across development, marketing, design, and analytics. Currently open to remote - Design Engineer, Digital Experience and AI related roles. Available immediately.

EXPERIENCE

Carril Agency   Aug 2022 - Present
Head of AI & Digital Experience   Dubai, UAE

- Led design and implementation of digital marketing experiences for 50+ clients from concept to launch, across brand systems, landing pages, and full site builds.
- Built reusable component systems and design patterns that encode visual language across multiple client projects.
- Used AI tools including Claude and Figma to accelerate prototyping, iterate faster, and ship production-quality work.
- Built AI-powered automation workflows and interactive product experiences using AI automation tools like n8n and Make (Integromat).
- Ensured accessibility, SEO, performance, and cross-browser consistency as a core part of every build standard.

TheToolBus.ai   May 2023 - Present
Founder · Product Engineer   Dubai, UAE

- Designed and built a free digital tools platform end to end for small business owners.
- Migrated the full stack from Webflow to Tailwind + Cloudflare Pages, rebuilding the entire frontend architecture from scratch.
- Built AI-native tools using API Javascript and Cloudflare Workers - designed, coded, and shipped solo.
- Established component patterns and visual systems for consistent UI across the entire platform.

Eltizam Asset Management Group   Jul 2021 – Jul 2022
Data Analyst · Digital Systems   Dubai, UAE

- Built 30+ operational dashboards in Power BI tracking SLA compliance across 5+ property assets.
- Designed data visualisation systems for executive reporting, reducing manual reporting time by 40%.
- Built attribution models connecting digital campaign spend to lead outcomes and business performance.
- Collaborated with cross-functional teams to align data insights with operational and digital priorities.
- Maintained and optimised data pipelines ensuring accuracy and reliability across reporting systems.

Eltizam Asset Management Group   Aug 2020 – Jun 2021
Digital Experience Specialist   Dubai, UAE

- Managed digital presence, web updates, and campaign execution across online channels.
- Optimised website content and landing pages for performance, SEO, and user experience consistency.

- Tracked and reported on campaign KPIs using analytics tools to drive continuous improvement.
- Collaborated with design and content teams to maintain brand consistency across all digital surfaces.

Bank of Industry Limited   Nov 2017 – Jul 2020
IT & Digital Systems Manager   Lagos, Nigeria

- Managed website systems, digital campaigns, and SEO for government and SME programs.
- Oversaw web infrastructure and internal digital reporting systems ensuring uptime and performance stability.
- Coordinated with internal teams to ensure brand and content consistency across all digital channels.
- Supported digital transformation initiatives by implementing systems that improved operational efficiency.

EDUCATION

Rochester Institute of Technology, USA   GPA 3.79/4.00
MSc Data Analytics

Elizade University   GPA 4.64/5.00
BSc Computer Science

ACHIEVEMENTS

- Generated over USD 10 million in measurable client revenue through design systems & marketing.
- Merit Scholarship, Rochester Institute of Technology (MSc Data Analytics program).
- Published Machine AI learning research, A CNN-based Pill Image Retrieval System, MDPI (2023).
- Best Graduating Student in Web & Computer Programming, Elizade University

SKILLS

- **Build:** JavaScript, Webflow CMS, React, Astro, Cloudflare Workers, Tailwind
- **AI**: Claude Code, Cursor, Figma Make, MidJourney, Antigravity
- **Design**: Figma, UI/UX, Motion Graphics, Interaction Design, Brand Systems
- **Data**: GA4, Google Tag Manager, Power BI, Search Console, Tableau, Performance Analytics
- **Animation & Video:** Rive, Jitter, Final Cut Pro, interactive UI, component-level transitions

CERTIFICATIONS

- Google Digital Marketing & E-commerce
- Google Ads
- Advanced Google Analytics
- Meta Digital Marketing Associate
- Webflow Expert Certification