

TEGA ENAI ETATUVIE

WEBSITE DESIGNER | BRAND AND DIGITAL MARKETING SPECIALIST

Creative Website Designer and Brand Strategist with a strong eye for detail and a passion for building beautiful, functional websites. I design user-friendly websites and digital experiences using Webflow, WordPress, and Shopify, with a focus on clean design, strong UX/UI, and brand clarity. I bring ideas to life through thoughtful visuals, clear messaging, and smart design systems that work across platforms. With a background in digital marketing, I understand how to blend design with strategy to create results that look good and perform well.



EXPERIENCE

ZIKORA CREATIVE AGENCY, REMOTE

Lead Designer & Brand Strategist

October 2024 - Present

- Design user-centric websites using Webflow, WordPress, and Shopify, tailored to each brand's voice and sales objectives.
- Develop UX/UI wireframes, sitemaps, and high-fidelity prototypes to guide responsive and mobile-first web builds.
- Develop comprehensive brand identity systems for individuals, startups and SMEs — including naming, brand messaging, voice, color palettes, logo design, social media setup (bios, handles, and visuals), and strategic brand consultations to ensure consistency and clarity across all touchpoints.
- Direct and produce branded content, from visual assets to social media templates and campaigns.
- Lead client workshops on brand messaging, design strategy, and online presence optimization.
- Collaborate with developers and copywriters to ensure seamless brand expression across touchpoints.
- Regularly present branding strategies and website concepts to clients, translating technical ideas into clear, compelling narratives to support decision-making and project alignment.

PEGASUS REAL ESTATE, DUBAI

Digital Marketing Manager

March 2023 - October 2024

- Designed and managed the corporate real estate website, ensuring SEO optimization and mobile responsiveness.
- Manage marketing budget of AED 50,000 monthly and allocate funds for marketing campaigns, marketing and branding collaterals.
- Led integrated digital campaigns across Google, Meta, email, and WhatsApp API, resulting in increased qualified leads.
- Created social media content and marketing videos, including scripting and directing property video tours.
- Oversaw CRM system for lead lifecycle management, tracking campaign performance and team responsiveness.
- Managed marketing budgets and reporting dashboards to guide media spend and channel strategy.

PROFESSIONAL SKILLS

- Website Design & Development (Webflow, WordPress, Shopify, HTML/CSS)
- UX/UI Design (Figma, Adobe XD)
- Brand Identity & Strategy
- Content Strategy & Digital Storytelling
- SEO/SEM & Digital Marketing Campaigns (Google Ads, Meta Ads, Email Marketing)
- Graphic Design (Adobe Photoshop, Canva)
- E-commerce Management
- CRM Platforms & Analytics Tools (HubSpot, Google Analytics, Search Console)
- Photography & Videography
- Proposal & Pitch Deck Design
- Market Research & Audience Profiling

CORE COMPETENCIES

- Verbal & Written Communication
- Creative Thinking & Visual Storytelling
- Reliability & Professionalism
- Organization & Time Management
- Team Collaboration
- Quick Learning & Adaptability
- Motivation & Self-Leadership

LMG MANAGEMENT CONSULTANTS, DUBAI

Social Media Manager/Website Designer

Sept 2019 - Feb 2023

- Led branding and marketing for Shea Global Trading, an organic skincare brand, and its sister brand Yallah Bags.
- Designed and maintained the e-commerce website for Shea Global Trading; managed orders and customer support.
- Created all marketing assets: product photography, promotional videos, social media banners, and campaigns.
- Designed and developed websites for clients using WordPress, Shopify and custom HTML/CSS.
- Produced proposals and pitch decks for client acquisition and product sourcing.
- Managed social media and digital marketing strategies for LMG and its clients.

DUBAZON GROUP, DUBAI

Digital Marketer/E-Commerce Manager

Nov 2016 - May 2019

- Designed and managed all company websites including an e-commerce platform for skincare and household items.
- Handled procurement, sales, and product uploads across Amazon, Souq.com, and internal websites.
- Managed product photography, SEO, and digital content to improve conversions and online presence.

SKYLINE REAL ESTATE, ABU DHABI

Website Designer/Marketing Assistant

Mar 2016 - Aug 2016

- Developed and maintained the company's property listing websites and digital ad placements.
- Managed MLS listings, social media graphics, and marketing materials.
- Managed and created real estate related content across social media platforms.

FAB INNOVATION, NIGERIA

Social Media Manager/Lead Website Designer

Dec 2013 - Jan 2015

- Designed business, education, and e-commerce websites.
- Led digital marketing campaigns and client acquisition through branding and strategic proposals.

CERTIFICATIONS

- Digital Marketing Expert, Udemy | 2024
- Digital Marketing Specialist, LinkedIn Learning | 2023
- Microsoft Certified Information Technology Professional, Microsoft | May 2012

EDUCATION

MASTER OF SCIENCE

Business Strategy, Leadership & Change

Heriot Watt University | 2018

BACHELOR OF SCIENCE

Business Information Systems & Information Technology

Middlesex University | 2014

HIGHER DIPLOMA

Software Engineering

Aptech Computer Education | May 2012

PERSONAL DETAILS

PORTFOLIO

www.tegaenai.com

LANGUAGES SPOKEN

English - Fluently

LINKEDIN

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ADDRESS

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