MAYOWA ADEJAYAN

WordPress Developer & Web Designer

mayowaadejayan.com | adejayanmayowa@gmail.com | Nigeria · Available for remote projects

PROFESSIONAL SUMMARY

Web developer and designer focused on building professional, responsive websites that help businesses present their services clearly, build trust, and generate enquiries. Experienced with WordPress, Elementor, WooCommerce, membership websites, website redesigns, and performance improvements. Combines practical website development with user-focused design, SEO fundamentals, and workflow automation to deliver useful digital experiences for businesses and organizations.

CORE SKILLS

Website Development: WordPress, Elementor Pro, WooCommerce, responsive design, website redesigns, custom functionality

E-commerce & Membership: Online stores, membership and subscription websites, payment integrations, content access and gated content

Optimization: On-page SEO fundamentals, mobile usability, website maintenance, troubleshooting, performance and user experience

Platforms & Tools: Shopify, Wix, Squarespace, Webflow, Make.com, Zapier, AI tools and automation workflows

Client Delivery: Project scoping, requirements gathering, design implementation, testing, launch support and client communication

PROFESSIONAL EXPERIENCE

Web Developer — InsightWeave

2023–Present

- Build and improve websites for businesses and organizations, with a primary focus on WordPress, Elementor, and WooCommerce.
- Design and develop business websites, e-commerce stores, membership platforms, and service-focused landing pages.
- Improve website structure, mobile responsiveness, user experience, and on-page SEO fundamentals.
- Integrate features such as payment systems, forms, membership access, chat tools, and marketing automations where required.
- Work with clients to understand project goals, define practical solutions, and deliver website updates and launches.

Freelance Web Developer — Fiverr & Upwork

2022–Present

- Work with clients through freelance marketplaces on website design, development, redesigns, and troubleshooting projects.
- Build and customize WordPress websites using Elementor and WooCommerce, based on client requirements and project scope.
- Communicate with clients to clarify requirements, provide project updates, and deliver work to agreed specifications.
- Support website improvements involving responsiveness, usability, content presentation, and basic SEO practices.

SELECTED PROJECT EXPERIENCE

Membership & Subscription Websites — Developed membership experiences with subscription access, gated content, payment integrations, and email-marketing workflows.

E-commerce Websites — Worked on online-store experiences and WooCommerce functionality, including product presentation, customer flows, and custom store requirements.

Business & Professional Service Websites — Designed websites for service providers and organizations, focusing on clear messaging, trust, mobile usability, and lead generation.

Property & Real Estate Websites — Created website experiences for property management and real estate-related businesses.

AI & Workflow Automation — Worked with automation-led workflows and AI-enabled features to reduce repetitive tasks and improve digital service delivery.

EDUCATION

Federal University of Technology, Akure (FUTA), Nigeria
B.Sc. Statistics, 2025

PORTFOLIO & CONTACT

mayowaadejayan.com