



# Dagmawi Eyob

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## ● ABOUT ME

Full-Stack Web Developer and Digital Growth Specialist with 5+ years of experience building and scaling web systems across eCommerce, LMS, and service-based businesses. Delivered 100+ projects spanning Shopify, WordPress, and custom web applications. Proven track record in technical SEO, performance optimization, and digital marketing. Founded and currently leads a digital agency serving international clients.

## ● EDUCATION AND TRAINING

15 SEP 2018 – 10 JUL 2023 Adama, Ethiopia

**COMPUTER SCIENCE AND ENGINEERING** Adama Science and Technology University

**Coursework:** Data Structures & Algorithms, Software Development (C++, Java, Python), Databases (SQL), Web Development, Networking, AI fundamentals, Git & Version Control

### Occupational Techniques (Computer Science & Engineering)

- Programming and software development using languages such as C++, Java, and Python
- Designing algorithms, data structures, and software architectures
- Developing and managing databases, including SQL querying and data modeling
- Web and application development (front-end and back-end systems)
- Computer networking fundamentals and system configuration
- Software testing, debugging, and version control using tools such as Git
- Applying basic concepts of Artificial Intelligence and data processing
- Problem-solving using computational and engineering methods

**Level in EQF** EQF level 6

31 OCT 2020 – 14 FEB 2024 Addis Ababa, Ethiopia

**MARKETING MANAGEMENT** Unity University

**Coursework:** Market Research, Digital Marketing, Brand Strategy, Consumer Behavior, Campaign Planning, CRM, Project Management, Accounting, Business Planning

### Occupational Techniques (Marketing Management)

- Market research and analysis to identify customer needs and market opportunities
- Marketing strategy development and brand positioning
- Advertising and promotional campaign planning and execution
- Digital marketing techniques including social media marketing and online advertising
- Sales management, customer relationship management, and lead generation
- Consumer behavior analysis and market segmentation
- Marketing communication and public relations strategies
- Basic business planning, budgeting, and marketing performance evaluation

**Level in EQF** EQF level 6

## ● WORK EXPERIENCE

**FULL-STACK WEB DEVELOPER – SMART SOLUTION CAREER CONSULTANCY** – 2 Sep 2024 – 15 Jan 2025 – HAWASSA, ETHIOPIA

- Developed and maintained the company website, ensuring technical stability and a professional user experience
- Conducted keyword research and implemented on-page and off-page SEO strategies to improve search engine rankings
- Built and executed a content strategy aligned with the company's digital growth objectives

## **E-LEARNING DEVELOPER – LMS FOR AFRICA** – 9 Jan 2025 – 30 Apr 2025 – ADDIS ABABA, ETHIOPIA

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- Managed the full development lifecycle of a Learning Management System (LMS) serving multilingual learner populations across Africa
- Customized WordPress and extended functionality with PHP to deliver tailored course management features
- Implemented multilingual integration, expanding platform accessibility for diverse user groups
- Optimized LMS performance and usability, improving system stability and learner engagement

## **SHOPIFY DEVELOPER – ETHGEBYA** – 1 Apr 2025 – Current – BETHESDA, UNITED STATES

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- Developed and maintained a Shopify eCommerce store, implementing performance optimizations that improved page speed and user experience
- Executed technical SEO improvements, resulting in enhanced search visibility and organic traffic growth
- Managed and optimized an Etsy storefront, improving listing quality and product discoverability to drive sales growth
- Organized and maintained a product catalog of 700+ SKUs, streamlining operations and improving the customer browsing experience
- Integrated social media marketing workflows with eCommerce strategy to support store growth

## **CHIEF EXECUTIVE OFFICER – MEBREQ DIGITAL** – 1 Jan 2023 – Current – ADDIS ABABA, ETHIOPIA

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- Founded and scaled a digital solutions agency, delivering 100+ projects across web development, SEO, and eCommerce for clients in multiple countries
- Directed end-to-end development of custom websites and web applications for businesses across multiple industries
- Designed and executed SEO strategies that improved organic visibility and client acquisition for ongoing retainer clients
- Managed paid advertising campaigns (Google Ads, Facebook Ads) generating measurable ROI for client businesses
- Built and maintained eCommerce stores on Shopify and WordPress, integrating payment systems, product catalogs, and marketing tools

## **FREELANCE WEB DEVELOPER & SEO SPECIALIST – INTERNATIONAL CLIENTS** – 1 Jan 2023 – Current

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Delivered end-to-end web development, SEO, and server infrastructure for international clients across the US and Georgia:

- **Field Groups PLC (Georgia)** - Built and deployed company website, implemented full SEO strategy, and managed ongoing technical support
- **Black Voices Matter (California, USA)** - Developed NGO website, configured server setup, and executed full SEO implementation to increase organizational visibility
- **Better Vision Management (California, USA)** - Delivered complete website build, server configuration, and SEO strategy for nonprofit operations

## **WEB DEVELOPER & DIGITAL SOLUTIONS PROVIDER – LOCAL CLIENTS** – 1 Jan 2023 – Current

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Delivered websites and digital solutions for businesses across multiple industries in Ethiopia:

- **Mesob Homes** - Developed Fully Dynamic Wordpress Web System for a real estate business, focused on Listing, Connecting, Lean presentation and Lead generation.
- **Ecosky AgroScience** - Built static website for an agricultural importer, integrating product catalog and business content.
- **Tako Cars** - Built a Fully Dynamic Wordpress Web System for an automotive business.
- **Willpower Business Consulting** - Delivered static website for a business consulting firm.
- **Fitun Specialty Dental Clinic** - Built website for a specialty dental practice, focused on patient trust and service visibility.

## **FOUNDER & LEAD DEVELOPER – ZLINKOO SAAS** – 1 Jun 2025 – Current

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Built and launched a multi-tool SaaS platform from the ground up, currently live and serving users internationally.

- Engineered bio link pages with custom CSS, SEO metadata, password protection, and conversion-optimized templates
- Built a URL shortener with A/B rotation, country/device/language targeting, scheduling, and advanced cloaking
- Developed static site hosting with automated tracking pixel integration and built-in analytics

- Created a dynamic QR code generator supporting vCards, WiFi, events, and custom branding
- Implemented a GDPR, CCPA, and PECR compliant analytics dashboard tracking traffic by country, device, browser, and referrer
- Integrated custom domain support across all platform features

**Stack:** HTML, CSS, JavaScript, PHP, WordPress/custom backend, analytics infrastructure

## SKILLS

Shopify Store Development | WordPress Development | Building Website Tools - (WordPress, Wix, Shopify) | Website Design and Development: HTML, CSS, JavaScript, PHP, WordPress | learning management systems | e-commerce systems | Web management | Management of Wordpress & Shopify | Etsy Shop Management | Software Debugging | Search Engine Optimization ( SEO ) | web analytics | Google Analytics tools | Version Control (Git) | pay-per-click | Online Advertising - Facebook Ads, Google Ads, etc. | product catalog optimization SEO & Marketing: Technical SEO, on-page/off-page optimization | SEO Tools | Google Ads | Meta Ads | DevOps | CMS management | Shopify dropshipping | software debugging Business: Digital strategy | Payment integration | Client Management | Project Delivery | Building Digital Ecosystems

## LANGUAGE SKILLS

Mother tongue(s): **AMHARIC**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C1	C1	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## CERTIFICATIONS

Entrepreneurship Development Institute (EDI-Ethiopia), 3 Jan 2025

**Youth Entrepreneurship Training (YET) and Employability Skills Training (EST)**

## RECOMMENDATIONS

**Heverina Getachew** Client

CEO of Smart Career Solution Consultancy PLC

Email [heverinag@gmail.com](mailto:heverinag@gmail.com)

**Muluken Nigussie Tessema** Client

Managing Director of Field Groups

Email [info@fieldgroups.com](mailto:info@fieldgroups.com)

**Mohammed Abdella** Client

Founder And Managing Director of Willpower Business and Social Development Consulting

Email [muhelink@gmail.com](mailto:muhelink@gmail.com)