CLETUS SAMUEL

Frontend Developer | SEO and Google Ads Specialist | AI Content Creator

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PROFESSIONAL SUMMARY

Frontend developer with 4+ years of experience building fast, responsive websites and web applications in React, Next.js and TypeScript for start-ups and established businesses in Nigeria, the United States and the UAE. I pair development with search visibility (SEO, AEO, GEO and Google Ads) and realistic AI image and video content, so the sites I build are found, trusted and chosen. I work AI first, using Claude, Codex and MCP connectors to ship faster without lowering quality. I also train new developers, including participants of Hackathon Africa 3.0.

CORE SKILLS

Frontend: JavaScript (ES6+), TypeScript, React, Next.js, Redux Toolkit, Context API, HTML5, CSS3, Tailwind CSS, Bootstrap, Material UI, shadcn/ui, Styled Components

Platforms and Backend: GoHighLevel, Firebase, REST API integration, Node.js (Express), Google Apps Script, Vercel

Search and Ads: Technical and on-page SEO, Local SEO, Google Business Profile, AEO and GEO, Google Ads (Search, Call and Local Services Ads), Google Search Console, Google Analytics 4

AI Content: AI image and video ad production, prompt engineering, storyboarding, UGC style video, Google Veo 3 (Flow), Kling, Nano Banana Pro, HeyGen, CapCut, Filmora, Adobe Photoshop

AI Workflow: AI assisted development with Claude Code and OpenAI Codex, Model Context Protocol (MCP) servers and connectors, AI agents for research and automation, AI driven content planning and scheduling a month at a time (Metricool, Buffer, GoHighLevel, Canva)

Tools and Practices: Git and GitHub, Figma, Canva, Agile and Scrum, responsive design, web performance optimization, technical documentation

PROFESSIONAL EXPERIENCE

Frontend Developer and Digital Marketing Specialist | Hordanso LLC — Apr 2024 - Present
Fort Worth, Texas, USA (Remote)

- Contribute to a Google Workspace reseller web application built with React, TypeScript, React Bootstrap and Node.js (Express).
- Reviewed and analyzed the Software Requirements Specification for every application feature and documented the frontend in an Agile Scrum team with daily stand-ups and sprint retrospectives.
- Manage Google Ads call campaigns for a family law firm client, using a 60 second call as the conversion goal, phrase and exact match keywords and a negative keyword list to cut wasted spend.
- Support Google Local Services Ads and Google Business Profile content for client accounts, including weekly profile posts for a web hosting brand.
- Trained Hackathon Africa 3.0 participants in SEO and web development basics, in partnership with AfricaPlan Foundation.

Founder, Web Developer and AI Content Creator | CletsyMedia — 2021 - Present
Freelance (Remote)

- Built swyftmealz.com, a food delivery website with separate flows for customers, vendors and riders.
- Built and grew jeffchizammagic.com for a Dallas Fort Worth entertainer, covering the website, SEO and Google Ads.
- Designed the UI and built the frontend of afrikankrafterz.com, an online shop for handmade Nigerian kitchenware, working with a backend team.
- Collaborated on shuttrd.com, a Dubai marketplace for booking spaces by the hour with AI matching and map search.
- Delivered GoHighLevel websites for Amusa Signatures (e-commerce, native fashion) and Elite Nail Bar and Spa, Dallas (services, pricing and online booking).

- Produced realistic AI image and UGC style video ad campaigns for retail and e-commerce brands from single product briefs.
- Use AI agents (Claude, Codex and ChatGPT) with MCP connectors across the workflow: breaking down requirements, writing and reviewing code, producing content, and scheduling a month of it to publish across social platforms.
- Created and sell three digital products on Selar: AI Video Ad Studio, the Realistic Ad Image Prompt Pack and The 30-Day Visibility Playbook.

Junior Frontend Developer (Internship) | Dispatcher Apr 2024 - Jul 2024

Nigeria (Remote) | *Project: Submunity, a platform that hosts communities to share ideas and feedback*

- Built the web application with a team of frontend engineers using React, Redux Toolkit, Tailwind CSS, Material UI and shadcn/ui.
- Optimized images and code for faster page loads and made every page responsive across devices.
- Managed application state with Redux Toolkit across features.

Junior Frontend Developer | Hackathon Africa Bootcamp (AfricaPlan Foundation) Jan 2024 - Apr 2024

Nigeria (On-site) | *Project: CraftConnect, a web app that connects skilled artisans to clients*

- Worked with 3 backend engineers to build the application, integrating REST APIs from a Python (FastAPI) backend into a React and Tailwind CSS frontend with Firebase.
- Introduced a GitHub workflow for code review and repository organization that reduced code integration errors by 30%.
- Wrote technical documentation for each frontend feature and refined designs to improve the user experience.

TEACHING AND SPEAKING

- Trainer, Hackathon Africa 3.0 (AfricaPlan Foundation and Hordanso): taught SEO and web development basics and coached teams as they built, tested and launched.
- Host webinars on realistic AI content and online visibility for small businesses.
- Tutor new developers one on one in HTML, CSS, JavaScript and React.

EDUCATION AND CERTIFICATIONS

B.Sc. Economics, Second Class Honours | Benue State University 2014

Software Engineering Programme | ALX Africa (African Leadership Group) 2023 - 2024

12 months of project based training: C, Linux, Python, data structures and algorithms, JavaScript, React, TypeScript, Express, Redis, Nginx, Git and Docker.

Frontend Development Bootcamp | Hackathon Africa (AfricaPlan Foundation) 2024

660 hours of coding and workshops: HTML, Tailwind CSS, Flowbite, React, JavaScript, Google Apps Script, web optimization and SEO.

LANGUAGES

English (fluent)