

# PHILIPS OLAYEMI MARTINS

## Digital Strategy Consultant | Communications & Systems Lead

Remote | olayemiphilips@gmail.com | +234 810 886 0668, +220 378 6834 |

Linkedin: <https://www.linkedin.com/in/yemi-philips/>

Portfolio: <https://digitrex.net.ng/yemiphilips/>

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### PROFESSIONAL PROFILE

Digital strategy and consulting professional with strong experience delivering web platforms, communication systems, digital campaigns, and organisational tools for NGOs, startups, healthcare institutions, and professional service providers across Africa and internationally. Combines communications leadership with hands-on technical delivery, supporting clients from strategy and design to deployment, training, and adoption. Proven ability to work remotely with cross-functional teams and institutional stakeholders.

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### CORE COMPETENCIES

- Digital Strategy & Consulting
  - Website & Platform Development
  - Learning Management Systems (LMS)
  - Grant & Workflow Management Systems
  - Digital Communications & Campaigns
  - Brand Identity & Visual Design
  - Social Media Strategy & Advertising
  - Internal Communications Systems
  - Event Planning & Training Facilitation
  - Remote Team & Client Management
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### PROFESSIONAL EXPERIENCE

TEAM LEAD / DIGITAL STRATEGY CONSULTANT

**Digitrex — Remote**

April 2022 – Present

- Lead digital consulting engagements for NGOs, healthcare institutions, professional services firms, and startups.
- Designed and developed institutional websites, digital platforms, and internal systems for multiple organisations.
- Currently leading the development of a Grant Management System for Phebe Hospital, Liberia, supporting grant application, review, reporting, and compliance workflows.
- Expanding the grant management solution for deployment across African institutions, with active planning underway with the University of Ghana and other partners.

- Built and managed websites for clients including StevenWeissDDS.com, Credent Africa, Leigh Properties Plus, Batchilly Chambers, and others.
- Led digital branding, UI/UX design, and platform architecture to ensure usability, scalability, and institutional credibility.
- Managed and mentored multidisciplinary teams of developers, designers, and content creators.

## DIGITAL COMMUNICATIONS & SYSTEMS CONSULTANT (REMOTE)

### **Placement Africa**

2025 - 2026

- Designed and built the Placement Africa website (placement.africa) to support organisational visibility and program delivery.
- Developed and implemented a Learning Management System (LMS) to support training, onboarding, and professional development programmes.
- Designed social media content and led digital campaigns to increase reach, engagement, and brand recognition.
- Delivered training sessions for staff and partners on digital tools, platforms, and content management.
- Supported internal communications systems and coordinated remote workflows.
- Assisted in organising virtual and physical events, including logistics, branding, and digital promotion.

## COMMUNICATIONS & DIGITAL CONSULTANT (REMOTE / HYBRID)

### **Multiple Clients & Organisations**

- Provided end-to-end digital and communications support for organisations across Africa, Europe, and North America.
- Delivered websites, content systems, digital campaigns, and communication materials aligned with client objectives.
- Supported NGOs and institutions transitioning to digital-first communication and operational systems.

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## **SELECTED PROJECTS**

- Grant Management System — Phebe Hospital, Liberia (ongoing)
- Visual Office — Nigerian Shippers' Council
- Institutional Website & LMS — Placement Africa
- Professional Services Website — StevenWeissDDS.com, Leigh Properties store, Leigh Properties Plus, Wolz Autos, Batchilly Chambers, RNA Counselling
- NGO & Institutional Platforms — Credent Africa, West African Research and Innovation Management Association, West African Network for Tuberculosis, AIDS and Malaria.

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## **EDUCATION**

### **Federal University of Technology Akure (FUTA)**

2015 - 2021

Bachelor of Engineering (B.Eng.) – Mining Engineering

## **TECHNICAL SKILLS**

- Web & Platforms: WordPress, Webflow, LMS Systems, Custom Workflow Platforms
  - Mobile Development: Flutter & Dart, Php & Laravel
  - Design & Media: Adobe Creative Suite, Canva, CapCut, DaVinci Resolve
  - Marketing & Analytics: Google Ads, Meta Ads, Analytics, Mailchimp, Brevo
  - Collaboration: Microsoft 365, Google Workspace, Remote Team Tools
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## **WORKING STYLE**

- Fully remote delivery across time zones
  - Strong documentation and training focus
  - Client-centric, solution-oriented approach
  - Combines strategy with hands-on execution
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## **REFERENCES**

Available upon request