



PRINCESS FAITH

SHOPIFY EXPERT AND DIGITAL MARKETER

CONTACT

- +234-815-281-3343
- princess@devsamuel.com
- Cyfed Lodge, Ifite, Awka, Nigeria.
- <https://princess.devsamuel.com/>

EDUCATION

2017 - 2022

NNAMDI AZIKIWE UNIVERSITY

- Bachelor of Engineering
- 2ND CLASS UPPER

2019 - 2019

INSTITUTE OF SAFETY
PROFESSIONALS OF NIGERIA
(ISPON)

- HEALTH SAFETY AND
ENVIRONMENT 1,2 & 3

SKILLS

- Shopify Development & E-commerce Optimization
- Email & Digital Marketing (Klaviyo, Mailchimp, Meta & Google Ads)
- UI/UX & Responsive Design
- Content Creation & Visual Design (Canva, Photoshop, CapCut)
- SEO & Performance Analytics (Google Analytics, CRO, A/B Testing)
- Social Media Strategy & Brand Development
- Basic Web Styling & Landing Page Optimization (HTML/CSS)

PROFILE

Results-driven Shopify Expert and Digital Marketing Specialist with 5+ years of experience helping eCommerce brands build, launch, and grow high-converting online stores. Skilled in Shopify store setup, product optimization, theme customization, and app integration. Adept at combining strong technical knowledge with marketing insight to drive traffic, boost sales, and improve customer retention. Proficient in managing social media platforms, crafting engaging UGC-style content, and running targeted ad campaigns across Meta platforms. Known for delivering visually appealing, user-focused Shopify stores tailored to brand identity and growth goals.

SOME WORK EXPERIENCES

L'Heureux Inc. Skincare

lheureuxinc.com

- Built a luxury Shopify store with subscriptions, custom email flows, and SEO optimization.

SKKN by Kim

skknbykim.com

- Supported store optimization, backend updates, and campaign content for high-volume traffic.

Nutra Harmony Wellness

nutra-harmony.com

- Designed a wellness-focused store with upsell tools, trust badges, and automated marketing.

Keune Australia

keune.com.au

- Enhanced UX, navigation, and regional compatibility for a global haircare Shopify store.

Casual Chic Boutique

casualchicboutique.com

- Created a mobile-first fashion boutique with advanced filtering, discounts, and IG integration.

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LANGUAGES

- English (Fluent)
- Igbo Native
- French (Basics)

CERTIFICATIONS AND LICENSES

- Meta Certified Digital Marketing Associate
- Shopify-eCommerce Fundamentals
- UGC & Content Creation
- Social Media Management
- Email Marketing Automation

HOBBIES AND INTEREST

- Creative Design
- Developing
- Analytical Thinking
- Communication
- Team Work

AWARDS, ACCOMPLISHMENTS, AND HONORS

- Founder & Creative Director of PrincessFaithSignatures – Launched and scaled a personal brand offering professional Shopify store setup, UGC content, and eCommerce marketing services for global clients.
- Recognized Shopify Partner (Freelance Level)
 - Completed multiple high-performing Shopify projects with proven client results in conversion optimization and brand visibility.
- Featured UGC Creator for Beauty and Fashion Brands – Produced engaging, high-converting video content used in Meta ads, product pages, and influencer campaigns.

REFERENCE

References available upon request.