

EMMANUEL ONIFARI

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Summary

A Physics graduate (University of Ibadan) with analytical and computational foundation with hands-on experience in CRM, e-commerce technology and web development. Expert in CRM setup, automation and management, customer data analysis, social media management, shopify/Wix/Squarespace store setup and optimization. Passionate about fintech, data-driven products and digital innovation.

Skills

- Customer Relationship Management (CRM setup & Automation)
- Data Analysis
- Retention Analytics
- Workflow Automation
- Social Media Management
- Web Development
- Google Analytics
- Search Engine Optimization
- Customer Segmentation
- Payment Integration
- User Testing
- Conversion Optimization
- Shopify Store design and setup
- Wix/Squarespace CMS Website design
- SQL
- Landing page design
- Print on demand Integration
- AI Training
- AI Automation
- Email marketing and Automation

Experience

CRM Specialist

Fiverr

02/2022 to 10/2026

Ibadan, Remote, Oyo

- Managed Fiverr buyer and seller CRM journeys across lifecycle campaigns.
- Built segmented audience lists for targeted marketplace messaging.
- Coordinated email, push, and in-app CRM communications.
- Updated campaign logic in Salesforce and HubSpot workflows.
- Integrated third-party applications into the existing CRM platform to enable better tracking of leads and customers.
- Analyzed customer data to identify trends and develop insights into customer behavior.

AI Data Trainer

UHRS

02/2022 to 07/2026

Remote, Ibadan, Oyo

- Trained UHRS annotation workflows for search relevance and content rating tasks.
- Labeled text, images, and search results using UHRS quality standards.
- Supported UHRS crowd workers with task instructions and feedback.

Web Developer

Golden Team Technology

05/2024 to 03/2026

Remote, Ibadan, Oyo

- Developed responsive web pages for Golden Team Technology client projects.
- Coded front-end features using HTML, Lovable, Anti-gravity, and framework components.
- Designed websites, portals, and large-scale web applications for multiple clients.
- Managed content updates on websites with WordPress or Drupal.
- Debugged client-side issues related to web development projects.

Education and Training

Bachelor of Science: Physics

University of Ibadan

07/2023

Ibadan, Oyo State, Nigeria

- Major in: Computational Physics
- Final year project: Data collection, analysis and Interpretation of Geophysical Survey for Groundwater in Ojoo, Ibadan
- Member of Sigma Club (Oldest Student organization in Sub-Saharan Africa).
- Sigma Club Treasurer 2021-2023
- SRC member Department of Physics, University of Ibadan

TOOLS & PLATFORMS

- Hubspot CRM/ Zoho CRM/ Gohighlevel
- Microsoft Excel
- Canva
- Flutterwave/ Paystack
- Squarespace/Wix/Wordpress/Shopify
- Lovable/Anti- gravity
- Zapier/Mailchimp
- Test IO
- UHRS/Outlier/Handshake AI/ Sorvrano AI