

About me

My name is [Derek Vinebo](#), a product strategist & marketer with over 8 years of experience in building software products and leading software teams across small and large corporations.

My tech career started in medical school where I worked on *uniportpastquestions.com* (now defunct) that allowed students access past questions on their mobile devices. I ran this platform as my first tech product for 2 years before focusing on my final year studies. We had over 11k users for the period it ran and created enough buzz in school to be noticed by the school authorities. While in medical school, I learnt basic programming languages like Javascript & PHP, I gained experience with deploying applications online to shared hosting & cloud platforms. I later built *briefporte.com* in my final year, an academic profile for lecturers to keep track of their published and unpublished academic works. Briefporte was later sold to a Nigerian company within its first year.

I later worked with Sprint Hub Mobile, a mobile development company in Port Harcourt as a project manager in 2018. In 2020, I joined Deimos Cloud, a South African based cloud engineering company as a product owner and was incharge of a flagship BNPL product working closely with top BNPL providers in US & Europe across Magento, Wordpress, Salesforce & custom integrations. This was one of my proudest moments. I currently work as a program manager at Codematic Labs, a UK based cloud engineering company building products for clients across Europe, Africa and Asia while I run a marketing agency that focuses on SEO, growth hacking & growth-driven software development for clients.

Wordpress Portfolio

Note: The following projects are a snippet of the work I have done in the last 8 years either as an individual or in collaboration with the parent company (but as the lead developer). Some works are sealed under NDAs (I was unable to get permission to showcase them) & others are no longer active.

Platform/website	Description	Role & Deliverables
https://www.kyleads.com/	Kyleads is a SaaS marketing platform that enables people create forms and popups and capture customer data	<ul style="list-style-type: none"> - Custom theme development - Created a plugin that enables client run their marketing popups/forms on their website using the kyleads API
https://attenvo.com/blog/	Attenvo blog provides information related to travel & hospitality.	<ul style="list-style-type: none"> - Custom theme development - SEO and article writing (Attenvo ranks for some top keywords in Nigeria organically)
https://belangelique.com/	An e-commerce store for a fashion house	<ul style="list-style-type: none"> - Collaborated with a software agency in the wordpress theme creation & setup - Was an internship project in 2019
https://fruitgarden.ng/	An ecommerce store for a healthy food store	<ul style="list-style-type: none"> - Website setup - Currently building a logistics plugin that handles delivery notifications when an order is placed
https://parentyn.com/	A child monitoring app for parents	<ul style="list-style-type: none"> - Custom theme development - Led the engineering theme in building the android app & APIs

https://www.growthboost.co/	Marketing agency for startups focused on SEO	<ul style="list-style-type: none"> - Custom theme development - Collaboration with the parent company
https://twelvelegal.com/	Company website for a law firm	<ul style="list-style-type: none"> - Custom theme development
https://alphabaseheadway.com/	Marketing agency for businesses	<ul style="list-style-type: none"> - Website setup - Currently working on a keyword research plugin that helps when writing in the wordpress editor (connecting to 3rd party keyword research platforms)
https://chidinmaobairi.com/	An e-commerce store for a fashion house	<ul style="list-style-type: none"> - Collaborated with a software agency in the wordpress theme creation & setup - Was an internship project in 2019

Other Skill Sets:

- Software development using PHP/Javascript (Laravel/codeigniter)
- SEO boost: Carry out keyword research, write articles and nurture blogs to rank no. 1 for top keywords in their industry. You can explore the case studies from my marketing agency [here](#)
- Experience with tech product management