

# Irabor Osamudiamen

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## PROFESSIONAL SUMMARY

E-commerce Specialist with 8 years of experience building, managing, and scaling online stores across WooCommerce, OpenCart, and Shopify ecosystems. Covers the full stack: store development, catalogue management, payment integration, conversion optimisation, email automation, paid advertising, SEO, and Answer Engine Optimisation (AEO) and Generative Engine Optimisation (GEO) for product and category discoverability in AI-powered search. Delivered 40% increases in client lead generation and 25% improvements in email engagement. Equally strong at launching new stores from zero and taking underperforming stores and systematically improving every metric that drives revenue.

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## CORE ACHIEVEMENTS

- Rebuilt Z3 Hairs e-commerce platform from scratch on WooCommerce, improving site speed, redesigning the purchase funnel, and restructuring the product catalogue, resulting in stronger conversion rates and organic rankings.
- Increased client lead generation by 40% at Kosher Leads through integrated Google Ads, Meta Ads, and SEO campaigns engineered around e-commerce conversion goals.
- Achieved a 25% improvement in email open rates across e-commerce accounts through behavioural automation, RFM segmentation, and Klaviyo lifecycle flows.
- Applied GEO and AEO strategies to product and category pages, structuring content, FAQs, and schema to improve brand visibility in AI-generated shopping and product search results from Google SGE, ChatGPT, and Perplexity.
- Set up Klaviyo-Shopify integration end to end, including product catalogue sync, customer event tracking, and purchase-based segmentation, powering automated revenue-driving flows.

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## WORK EXPERIENCE

### Z3 Hairs Ltd

August 2025 – July 2026

*E-commerce Manager and SEO and Website Manager · Remote*

- Owned the complete e-commerce operation for a DTC hair and beauty brand: WooCommerce store management, product catalogue, payment gateways, shipping, order management, and customer experience.
- Rebuilt the entire store with conversion as the primary objective: product page structure, checkout flow, site speed, and mobile experience all redesigned for performance.
- Applied GEO and AEO techniques to product and category pages: structured FAQs, product schema, and entity-rich copy designed to surface in AI-generated shopping results.
- Ran Klaviyo email programme end to end: welcome series, abandoned cart, post-purchase upsell, browse abandonment, and win-back sequences tied to revenue targets.
- Executed Meta Ads campaigns: product-specific creatives, retargeting cart abandoners, and lookalike audiences built from customer purchase data.

### Kosher Leads Limited

April 2024 – March 2026

*E-commerce Developer and Digital Marketing Specialist · Hybrid*

- Designed and built WooCommerce stores for clients, integrating payment gateways, configuring shipping and tax rules, and setting up order management systems.
- Incorporated GEO and AEO best practices into e-commerce content strategy from 2024: structuring product descriptions, FAQs, and schema markup to improve visibility in AI-powered search results alongside traditional SEO rankings.

- Executed integrated e-commerce marketing campaigns across Google Ads, Meta Ads, SEO, and email, consistently hitting client revenue targets.
- Configured GA4 e-commerce tracking and Google Tag Manager, providing clients with full funnel visibility and accurate revenue attribution.

## Yalle Media

October 2017 – February 2024

*Digital Platform Manager and Website Administrator*

- Managed monetisation workflows, subscription systems, and advertising integrations for a high-traffic digital media platform.
- From 2022, applied early AEO principles to platform content by structuring articles with clear Q&A; formats, authoritative citations, and structured data to improve featured snippet and voice search visibility.

## Euphoric Multitech Limited

2017 – 2019

*Web Developer and IT Consultant*

- Installed and configured OpenCart, WooCommerce, and Joomla e-commerce platforms for multiple client businesses, managing full technical setup from hosting to post-launch support.

## SKILLS AND COMPETENCIES

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**GEO and AEO:** Generative Engine Optimisation, Answer Engine Optimisation, AI search visibility (Google SGE, ChatGPT, Perplexity), product and category FAQ schema, entity optimisation, structured content for AI discoverability

**E-commerce Platforms:** WooCommerce, Shopify (Klaviyo integration), OpenCart, Joomla, product catalogue management, inventory, order processing

**Store Development:** PHP, HTML5, CSS3, JavaScript, MySQL, REST APIs, payment gateway integration, checkout optimisation

**E-commerce Marketing:** Google Ads, Google Shopping, Meta Ads, retargeting, lookalike audiences, CRO, A/B testing

**Email Automation:** Klaviyo (abandoned cart, post-purchase, win-back, Shopify integration), Mailchimp, Zoho Campaigns, lifecycle automation, RFM segmentation

**SEO for E-commerce:** Product and category page SEO, structured data (schema.org), Core Web Vitals, Semrush, Ahrefs, Screaming Frog, Google Search Console

**Analytics:** GA4 e-commerce tracking, Google Tag Manager, funnel analysis, revenue attribution, Meta Pixel

**Certifications:** Digital Marketing (HubSpot) · Email Marketing (HubSpot) · Technical SEO (Semrush) · SEO II (HubSpot) · GA4 for SEO (Semrush) · Structured Data (Yoast)

## EDUCATION

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### Ambrose Alli University, Ekpoma

2014 – 2018

*Bachelor of Science, Computer Science*

## HONOURS AND RECOGNITION

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- Blogger of the Year, Faculty of Physical Sciences, Ambrose Alli University (2018)
- National Software Summit Participant, NACOSS