

BLESSING IKECHUKWU PAUL



FOUNDER & CEO, BLOMSET ENTERPRISES LTD

Senior Laravel/PHP Developer & Backend Engineer | Full-Stack Developer | Cloud Engineer | SEO & Digital Marketing Specialist
Python Automation | Cybersecurity Enthusiast | Remote-Ready | 9+ Years Experience

Ibeju Lekki, Lagos, Nigeria +234 703 042 5646 ✉ blessingpaulpc@gmail.com blomsetenterprises.com

portfolio.blomsetenterprises.com in linkedin.com/in/blessing-i-paul

EDUCATION & TRAINING

Federal Polytechnic Ile-Oluji

OND Computer Science · Distinction · 2019

Clox Computer Technologies — 2014

Web Dev, Programming & CCTV Installation

Malectronics Computer Tech — 2013

Computer Hardware Maintenance & Repairs

St Thomas Aquinas College — 2011

WAEC & NECO · 4 Excellents, 5 Credits

Continuous Learning (2020 – Present)

Udemy · Coursera · YouTube · Technical Docs

BACKEND & LARAVEL

- Laravel Application Development
- SaaS Backend Architecture
- Payment & API Integrations
- Laravel Queues, Supervisor & Cron
- PHP/MySQL Debugging
- WordPress/Laravel Integration
- PHP/Laravel DevOps

CLOUD PLATFORMS

- AWS
- Microsoft Azure
- Google Cloud Platform
- Digital Ocean

SECURITY TOOLS

- Nmap · Network Scanning
- Wireshark · Packet Analysis
- Hydra · Brute-Force Testing
- Kali Linux · Termux · Nano
- Rustscan

SERVER & DEVOPS

- Linux Administration
- VPS / Cloud Deployment
- Cloudflare CDN / DNS / SSL
- RDP Server Config
- Email / SMTP Infrastructure

API & CRM INTEGRATIONS

- Freshsales CRM (API + Webhook)
- Bitrix24 CRM (API + Webhook)
- Brevo API (Transactional Email)
- Email Validation API
- Custom REST Endpoints (PHP)
- Third-Party Webhook Integration

SEO & DIGITAL MARKETING

- Technical & On-Page SEO
- Backlink Building Strategy
- Google Ads / Meta Ads

PROFESSIONAL SUMMARY

Results-driven Senior Laravel/PHP Developer, Full-Stack Developer, Cloud Engineer, and Digital Marketing Strategist with 9+ years of hands-on experience building scalable web applications, SaaS backends, and cloud infrastructure, and driving measurable growth through advanced SEO, paid ads (Google & Meta), backlink building, and social media marketing. Specializes in Laravel application development, API and payment integrations, CRM integrations, PHP/MySQL debugging, email/SMTP infrastructure, Cloudflare/DNS/SSL configuration, Laravel queues, Supervisor and Cron, production troubleshooting, WordPress/Laravel integration, and PHP/Laravel DevOps. Founder & CEO of Blomset Enterprises Ltd — delivered 21+ production websites & web apps and authored 39+ Python scripts for marketing, cybersecurity & SEO automation. Remote-ready and passionate about high-performance, secure digital systems that generate real business results.

CORE TECHNICAL SKILLS

Senior Laravel/PHP & Backend Engineering: Laravel application development · SaaS backends · API & payment integrations · CRM integrations · PHP/MySQL debugging · email/SMTP infrastructure · server deployment · Cloudflare/DNS/SSL configuration · Laravel queues, Supervisor & Cron · production troubleshooting · WordPress/Laravel integration · PHP/Laravel DevOps

Web Dev: PHP · Laravel · JavaScript · React.js · HTML5 · CSS3 · Bootstrap · AJAX · jQuery · WordPress (Elementor)

Database: MySQL | **Content:** Web Content Management · Blog Writing · Adobe Photoshop · UI/UX

API & Integrations: REST API · Webhooks · Brevo API · Email Validation API · Freshsales CRM · Bitrix24 CRM · Custom PHP Endpoints

Python (39+ Scripts): Marketing Automation · Lead Gen & Validation · Cybersecurity Tools · SEO Scraping · Web Scraping

SEO & Marketing: Technical SEO · On-Page SEO · Backlink Building · Google/Meta Ads · Social Media Marketing · Email/SMS

Cloud & Infra: AWS · Azure · GCP · Digital Ocean · VPS · Cloudflare · DNS · Linux Admin · RDP

PROFESSIONAL EXPERIENCE

Full-Stack Developer | SEO Analyst | IT Support | Web Content Manager

Harmony Garden & Estate Development Ltd — Lagos, Nigeria

April 2025 – Present

- Develop and maintain dynamic platforms using PHP, JavaScript, WordPress, Bootstrap & MySQL
- Integrated CRM systems (Freshsales & Bitrix24) via REST API & webhooks (PHP) for automated lead management
- Connected Brevo API for transactional email, Email Validation API for data quality, and multiple third-party APIs
- Built and exposed custom REST API endpoints enabling third-party websites to communicate with internal web apps
- Manage cloud infrastructure: DNS records, Cloudflare CDN, VPS configuration & security hardening
- Run technical SEO, backlink-building campaigns & Google/Meta Ads to grow organic and paid traffic
- Build Python automation scripts for backend processes, reporting, and marketing workflows
- Currently advancing expertise in Laravel for senior-level PHP development

Founder / CEO & Full-Stack Developer

- Social Media Marketing
- Email & SMS Automation
- Lead Generation Systems
- Google Analytics & Search Console
- Bing Webmaster Tools
- Keyword Strategy (500+ KWs)

PROGRAMMING LANGUAGES

PHP / Laravel	87%
JavaScript	67%
VB.NET	45%
Python	30%
React.js	15%
C++	13%

DESIGN & CONTENT

- Adobe Photoshop
- Graphics Design (Brand Visuals)
- Web Content Management
- Blog Content Creation
- Technical Writing
- Photo Editing

HARDWARE SKILLS

- Computer Hardware Repairs & Maintenance
- CCTV Installation (Electric IP & Solar IP)
- Car Tracking Installation
- Basic Computer Networking
- System Installation & Troubleshooting

REFERENCES

Dr. Olanrewaju V. Johnson
Principal, Dean & Leads Data Analytics Lab
Federal Polytechnic Ile-Oluji, Ondo State
olajohnson@fedpolel.edu.ng
+234 806 025 2623

Mr. Ajonibode Olalekan Lawrence
Computer Engineer & Nigeria Immigration
Officer
Providence Computer Technologies
+234 703 230 3835

Blomset Enterprises Limited — Lagos, Nigeria

December 2023 – Present

- Founded digital-services company — full-stack dev, SEO, cloud infra, marketing & IT solutions
- Designed and delivered 21+ production websites and web apps across real estate, e-commerce, media & tech
- Built 39+ Python scripts for digital marketing automation, cybersecurity testing, and SEO operations
- Engineered SEO + backlink frameworks boosting client SERP visibility from 15% to over 80%
- Deployed complete cloud infrastructure: VPS, DNS, CDN, RDP servers, Linux admin & system hardening
- Installed CCTV systems (Electric IP & Solar IP cameras) and car tracking solutions for clients

Web Developer

Locozonluv Aluminium — Ile-Oluji, Ondo State, Nigeria

July 2019 – December 2019

- Designed, developed and deployed the company's official website — first professional web role

Computer Engineer

Providence Computer Technologies — Akure, Ondo State, Nigeria

January 2020 – March 2020

- Hardware repair, software installation, network configuration and technical client support

PROJECTS

Web Development, Web Apps & Mobile Apps

Selected production websites designed, developed and deployed:

- | | |
|------------------------------|-----------------------------|
| ▶ tech-hint.net | ▶ naijagossiphub.info |
| ▶ favkitchenutensilstore.ng | ▶ unifiedmarketinsights.com |
| ▶ blomsetkitchenware.com | ▶ blomsetenterprises.com |
| ▶ trust-trendingproducts.com | ▶ landbookbyharmony.com |
| ▶ blomsetproperties.com | ▶ blomsettechnologies.com |

...and 21+ production websites & web apps delivered in total.

Lead Generator & Validator Tool

Generates and validates targeted phone/email leads with country-specific filtering for large-scale digital marketing campaigns.

Marketing Automation Suite (15+ Scripts)

Python scripts automating email sequences, SMS campaigns, follow-up pipelines, contact list management, and analytics reporting.

Cybersecurity Testing Scripts (10+ Scripts)

Custom tools for network recon, vulnerability scanning & brute-force testing using Nmap, Hydra, Rustscan & Kali Linux.

SEO & Web Scraping Tools (14+ Scripts)

Scrapers for competitor keyword extraction, SERP tracking, backlink opportunity discovery, and on-page SEO auditing.

CCTV & Car Tracking Installations

Installation of CCTV cameras (Electric IP & Solar-powered IP systems) and basic car tracking solutions for residential and business clients.

SEO STRATEGY & METHODOLOGY

Proprietary SERP Ranking Framework — a custom backend-logic-driven strategy developed independently using 500+ targeted keywords, 500+ unique SEO titles, 500+ unique meta descriptions, and 500+ optimised URLs per project. Consistently improved client SERP rankings from 15% to 80%+ visibility. Proficient in Google Search Console, Bing Webmaster Tools, Google Analytics, backlink building, on-page, technical and off-page SEO.