

WORDPRESS WEB DEVELOPER & DESIGNER

PROFESSIONAL SUMMARY

Creative and detail-oriented WordPress Web Developer & Designer with over 3 years of experience crafting responsive, SEO-optimized, and visually compelling websites. Demonstrated success in boosting traffic and conversions for clients including Ladux Salon & Spa, Celltek Healthcare, and 9jaKnown Blog. Skilled in front-end development, CMS customization, and UI/UX design, with a strong focus on delivering high-performing digital solutions that align with business objectives and enhance user experience.

PROFESSIONAL EXPERIENCE

WORDPRESS WEB DEVELOPER & WORDPRESS WEB DEVELOPER & CLIENT ENGAGEMENT LEAD

- Designed and developed a fully responsive WordPress website with integrated online booking and client inquiry features, increasing appointments by 70%.
- Managed daily client communications via Gmail and social media, ensuring clarity, professionalism, and timely follow-up.
- Enhanced user journey and service discoverability through a dynamic “Services” tab and streamlined navigation.
- Implemented SEO-driven content and keyword strategy, boosting Google ranking within three months.
- Optimized site performance and UX to improve engagement and mobile usability by 30%.

WORDPRESS DEVELOPER, IT SUPPORT & CLIENT SUPPORT OFFICER CELLTEK HEALTHCARE MEDICAL CENTER | BENIN CITY | *MAR 2023 – SEPT 2025*

- Designed, maintained, and optimized the organization’s WordPress website and patient booking portal, improving online engagement and service accessibility.
- Handled client inquiries, appointment scheduling, and follow-ups, ensuring a responsive and supportive client experience.
- Improved site content and metadata with SEO best practices, leading to a 45% uplift in organic traffic.

- Collaborated cross-functionally to translate internal healthcare processes into user-friendly digital workflows, boosting conversion rates.
- Provided IT and administrative support for digital marketing campaigns and content updates.

WEB DEVELOPER & CONTENT MANAGER

9JAKNOWN WEBSITE | REMOTE | *JAN 2021 – DEC 2023*

- Built, customized, and managed a WordPress-based blog platform, growing monthly organic traffic by 80% through consistent SEO and content strategy.
- Managed all aspects of the blog website, including post scheduling, category structure, plugin updates, and performance optimization.
- Published SEO-optimized articles and implemented effective keyword targeting to increase visibility and engagement.
- Reduced website load time by 40% via caching, image compression, and code optimization for faster user experience.
- Collaborated with writers and designers to ensure content alignment with brand tone and digital marketing objectives.

ACHIEVEMENTS

- Ranked client websites on Google page one for target keywords.
- Increased average site speed by 40% and mobile usability scores by 30%.
- Achieved 100% positive feedback and repeat client contracts.

CORE SKILLS

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| • WordPress | • Page Speed Optimization |
| • Elementor | • Responsive Design |
| • WooCommerce | • Client Communication |
| • SEO | • Hosting & Maintenance |
| • Adobe Photoshop | |
| • Canva | |
| • Google Analytics | |
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EDUCATION & CERTIFICATIONS

- HND Software Development – Computer Science, Edo State Polytechnic (2023–2025)
 - ND Computer Science, Edo State Polytechnic (2021–2022)
 - Certified Website Developer (WD)
 - Certified Graphic Designer (GD)
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REFERENCE

MR KELVIN CEO OF ZUWATECH ENTERPRISE

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