



PRINCE OWEMS

WordPress Developer

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Profile

WordPress Developer with 7 years of functional experience designing and managing business websites using WordPress creation tools. Skilled in front-end and back-end development and implementing themes and plugins successfully creates attractive and user-friendly websites to meet client expectations in agile environments. Logical and results-driven Web Developer dedicated to building and optimizing user-focused websites for customers with various business objectives. Judicious and creative when crafting effective websites, apps and platforms to propel competitive advantage and revenue growth.

Skills

- Website optimization
- Web development projects
- Problem solving
- Team work and collaboration
- Computer skills
- Time Management
- Active Listening
- Critical Thinking
- Maintenance and Repair
- Leadership
- Multitasking Abilities
- Self-Motivated
- Content Marketing
- Technical Analysis
- Collaboration
- Video File Editing
- Agile workflow

Work History

WordPress Developer (10/2018 – Now)

Hottest Products Company - Wuse, Federal Capital Territory

- Delivered quality commercial websites that met coding standards and cross-browser compatibilities.
- Provided timely resolution to reported website problems by integrating new solutions into existing platforms.
- Installed required plugins and additional coding to fit final design and functionality requirements.
- Collaborated with Job title on project specifications, strategy and execution to build new WordPress pages and update existing ones.
- Developed and implemented SEO and AB testing strategies to improve effectiveness of marketing efforts.
- Responded to and corrected issues preventing business or customer use of site or features.
- Built user interface, data visualizations and designed overall user experience, resulting in Numbers increase in sales
- Developed landing pages, dashboards and online applications using Software, Software and Type scripting.
- Boosted web traffic by improving navigation, Action and Action.

Social Media Manager (06/2017 to 09/2019)

Jumia Group of Company - Ikeja, Lagos

- Analysed and reported social media and online marketing campaign results.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Maintained expert-level skills in digital platforms such as Facebook and Instagram Marketing platforms.
- Set clearly defined goals to drive customer retention, brand awareness and website or social media traffic.

Work Experience

- Teamwork and Collaboration
- Computer Skills
- Time Management
- Active Listening
- Critical Thinking
- Maintenance and Repair
- Content Marketing
- Technical Analysis
- Collaboration
- Video File Editing
- Agile Workflow

Education

Bachelor of Applied Science in Information Technology: Computer and Information Sciences Nasarawa State University – Nigeria (10/2020)

- Completed professional development in WordPress
- Awarded Best Practical Website Designer
- Professional development completed in Website Design

- Created videos and managed YouTube channel to strengthen company reputation.
- Increased customer engagement through social media.
- Analysed competitor pages to locate back link and keyword opportunities.
- Revamped E-commerce website, increasing daily visitation from 5,000 to 35,500 per month.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Engaged online audiences by placing strong focus on sales process support and responding to inquiries and comments timely and knowledgeably.
- Created and facilitated Store online contests to retain members and attract new members.
- Drove brand awareness 55% by developing Social Media online marketing campaigns.
- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.

Accomplishments

- Supervised team of 5 website developers.
- Collaborated with team of 9 website designers in the development of Hottest Products website.
- Documented and resolved Low Sales which led to 70% Result Hike.

Certifications

- Certified WordPress Developer
- WordPress Website Training