Abdirahman Ahmednur

Tel: 07534 591916   **Email**: aabdi35@hotmail.com   **LinkedIn**: www.linkedin.com/in/abdi-ahmednur/   **Location:** North London

PROFILE

As a front-end developer, I possess strong expertise in HTML, CSS and JavaScript. I am highly motivated and detailed orientated professional with a passion for design and developing web applications. My experience in developing responsive and visually appealing user interface has enabled me to create an engaging and user-friendly websites experience for clients across various industries. I am excited to bring my expertise, knowledge, and dedication to a dynamic team that shares my commitment and values.

KEY SKILLS

- Project Management
- Git
- Tailwind CSS
- User Experience UX

- REST API
- JavaScript
- HTML/CSS
- WIX

- WordPress
- Command line
- SEO Optimisation
- React

EXPERIENCE

PIVOT2TECH | FULL STACK WEB DEVELOPEMENT BOOTCAMP   Dec 2022 – Mar 2023

- Learning and developing coding languages such as JavaScript and its utilities.
- Building interactive and responsive websites HTML, CSS, and JavaScript.
- Using framework libraries such as Tailwind CSS to build project quickly to meet deadlines.
- Manipulating the DOM and creating interactive user interface using React.JS.

SEO Executive | BETTER GIVING PARTNERSHIP (GIVTO)   Dec 2021 – Apr 2022

- Coordinated, developed and implemented on/off-site SEO strategies to improve organic search visibility.
- Performed keyword research for the charity as well as created SEO audits on how the website can be improved.
- Recommended technical optimisation fixes and changes to enhance website crawlability and performance.
- Identified opportunities for new content, optimisation and how to work with more charities and media outlets.
- Developed and executed an outreach strategy identifying high authority website owners to pitch content.
- Utilised SEO tools to monitor how well the website was doing on SERP.

SEO Executive | ATOMIC DIGITAL MARKETING   Oct 2021 – Jan 2022

- Conducted technical site audits on a regular basis using tools such as screaming frog with recommendations on how to improve the website.
- Managed and executed SEO campaigns for organisations with a focus on small and medium-sized accounts.
- Responsible for monitoring traffic, conversions, keyword rankings and reports.
- Implemented an on-site analysis and keyword research to identify target keywords with the most potential growth and opportunities to grow traffic for client's websites.
- Monitored performance of the PPC campaigns and put forward recommendations on how to reduce CPC.
- Created, maintained, and conducted analytics reporting across multiple platforms.
- Extracted key insights for future campaigns development and go to market strategies.
- Completed proposals and recommendation tactics on how to grow websites.

Social Media Assistant | UNIVERSITY OF NORTHAMPTON   Jan 2019

- Created content to promote the University on social media platforms most relevant for the target audience.

- Formulated short-term and long-term social media strategies and spearheaded social media campaigns.

- Edited videos and pictures to produce engaging and relevant content that was ready to be published.

- Attracted additional international students by vlogging and taking videos of fun activities on campus.

- Analysed audience information and demographics, and success of social media projects.

- Proposed new ideas and concepts for social media content.

EDUCATION

Pivot2tech   **2023**
Full Stack Web Development Bootcamp
PIVOT2TECH

- Full stack Web Development (GIT, HTML, CSS, JavaScript, React).

- https://github.com/AbdiAhmednur

- **Portfolio:** https://abdiahmednur.netlify.app

BA (Hons) Advertising and Marketing Management (2:1)   **2019**
UNIVERSITY OF NORTHAMPTON

- *Dissertation*: Effects social media has on brand reputation.

- *Experience*: Had the opportunity to work with clients face to face and understand their needs to grow their online presence and expand digitally.

Business BETC Level 3 National Diploma   **2015**
ICT BETC Level 3 Single Diploma Award
BROOMFIELD SIXTH FORM

- BETC Level 3 equivalent A-level in Business (double award) and ICT (single award).