

Andre Roets

Website Developer | SEO Specialist
Digital Marketer

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Key Achievements

- Improved organic search visibility, leading to a 30% increase in traffic for Home Finders Coastal.
- Designed and optimized 10+ websites
- Streamlined IT support and troubleshooting, reducing downtime by 25%

Skills & Expertise

- Web Platforms: WordPress.org, Wix, Webflow, Shopify
- Languages: HTML, CSS, JavaScript, PHP (basic) SEO & Analytics:
- Google Analytics, Google Search Console, Yoast SEO
- Design Tools: Adobe Creative Suite, Canva
- Other: API Integration, IT Support, Google Workspace, Microsoft Office

Web Developer | WordPress Specialist | Front-End Designer

Results-driven Web Designer and Social Media Developer with 3+ years of experience creating visually stunning, high-converting digital experiences. Expert in WordPress, UI/UX design, and SEO-driven content that elevates brand visibility and user engagement. Proven track record of transforming ideas into responsive, performance-optimized websites that deliver measurable business growth.

Experience

Reworks Solutions – Remote (U.S. Company)

Web CMS Manager | Front-End Developer | API Integration May 2025 – Sep 2025

- Front-End Development & API Integration
- Administration & Data Management

Home Finders Coastal – South Africa

IT & Website Manager | Social Media & Graphic Designer 2022 – Current

- Redesigned and maintained responsive WordPress websites, improving page load times by 35% and boosting lead generation for real estate listings.
- Developed and executed social media strategies across Facebook, Instagram, and LinkedIn, achieving a 45% increase in audience reach and improved engagement rates.
- Created digital assets and marketing visuals using Adobe Creative Suite and Canva, enhancing campaign aesthetics and brand cohesion.
- Implemented SEO best practices, resulting in higher keyword rankings and consistent month-over-month traffic growth.
- Provided IT and technical support, ensuring seamless website uptime and secure digital infrastructure.

PPC Experts – South Africa

Web & Digital Assistant 2022 – Current

- Assisted with web design and keyword optimization projects, supporting SEO audits and performance tracking.
- Collaborated on PPC campaign reporting and client dashboards using Google Analytics and Search Console.

Education

- Diploma in Systems Development (NQF 6) – Boston City Campus
- Matric (Bachelor's Pass) – Suid-Natal High School