EVEREST OBOT

+44-777-1-222-476 | everest.o@outlook.com | LinkedIn

SUMMARY

Innovative **Web Developer and Content Optimisation Specialist** with over 2 years of experience in developing, auditing, and enhancing web platforms for visibility, authority, and performance. Adept in **WordPress**, **structured data (JSON-LD)**, and **SEO/GEO alignment**, with a keen understanding of how **AI search engines interpret, rank, and cite information**. Skilled in blending technical SEO, authoritative writing, and schema markup to build **credible, data-driven, and AI-visible content ecosystems**. Passionate about crafting clear, structured, and verifiable digital content that meets both human and AI expectations.

CORE COMPETENCIES

- Generative Engine Optimisation (GEO)
- Schema Markup & JSON-LD Implementation
- Advanced SEO & AI Search Visibility
- Content Credibility & Citation Optimisation
- WordPress / Elementor Development
- HTML, CSS, ReactJS, JavaScript
- Technical Writing & Source Verification
- Structured Data & Entity Linking
- Competitor SERP & AI Output Analysis
- UX / UI & Web Accessibility Standards

RELEVANT SKILLS

- Problem Solving
- Good Communication
- Ability to listen and Collaborate effectively.
- Customer Relation Expertise

EXPERIENCE

Freelance Web Manager & Developer   *Remote | Jan 2025 – Present*
- Designed and maintained WordPress CMS platforms, optimising for GEO and SEO compliance.
- Implemented structured schema markup for WebPage, Article, Person, and Organisation entities.
- Enhanced content trust signals by integrating author bios, source diversity, and citation credibility.
- Conducted content audits to ensure recency, factual accuracy, and AI visibility readiness.
- Managed SEO campaigns and Google Ads (PPC) to increase traffic and engagement metrics.

Cedargrowth Consult – Web Development Tutor   *Remote | Oct 2023 – Present*
- Developed and delivered a **curriculum covering HTML, CSS, JavaScript, and content structure best practices**.
- Taught effective online research, technical writing, and documentation fundamentals aligned with AI indexing needs.
- Mentored students on building credible digital portfolios and accessible web projects.

Swift Payment Ltd – Frontend Developer   *Remote | Oct 2022 – Mar 2023*
- Designed and maintained financial web applications with focus on performance, readability, and structured content.
- Collaborated on creating semantically rich codebases optimised for search engine parsing and AI content analysis.
- Implemented robust linking structures and metadata to improve information hierarchy and content credibility.

TECHNICAL SKILLS

- **Technologies:** ReactJS, JavaScript, TypeScript, NextJS, WordPress, Elementor
- **Styling:** TailwindCSS, Material-UI, Vanilla CSS
- **Structured Data:** JSON-LD, Schema.org, Google Rich Snippets
- **SEO/GEO Tools:** SEMrush, Ahrefs, Rank Math, Google Search Console
- **Other Skills:** Test-driven Development, Responsive Design, Microsoft Power BI

CERTIFICATION

- **Microsoft Certified Trainer (MCT)** – Microsoft, May 2021
- **Scrum Master Certified** – Scrum.org, May 2021
- **Microsoft Certified Associate – Excel Power BI**

Microsoft Certified Associate: MCT – Microsoft Certified Trainer   **May, 2021**

Scrum Master Certified: Scrum . Org   **May, 2021.**

EDUCATION

2000 - 2004	**University of Calabar – Computer Science.** Second Class honor (2:2)	June 2004

ADDITIONAL STRENGTHS

- Excellent research and analytical skills for verifying data credibility.
- Proven ability to write structured, authoritative long-form content.
- Strong teamwork, communication, and continuous learning mindset.
- Passionate about ethical, transparent, and data-backed digital content creation.