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Johannesburg North
South Africa

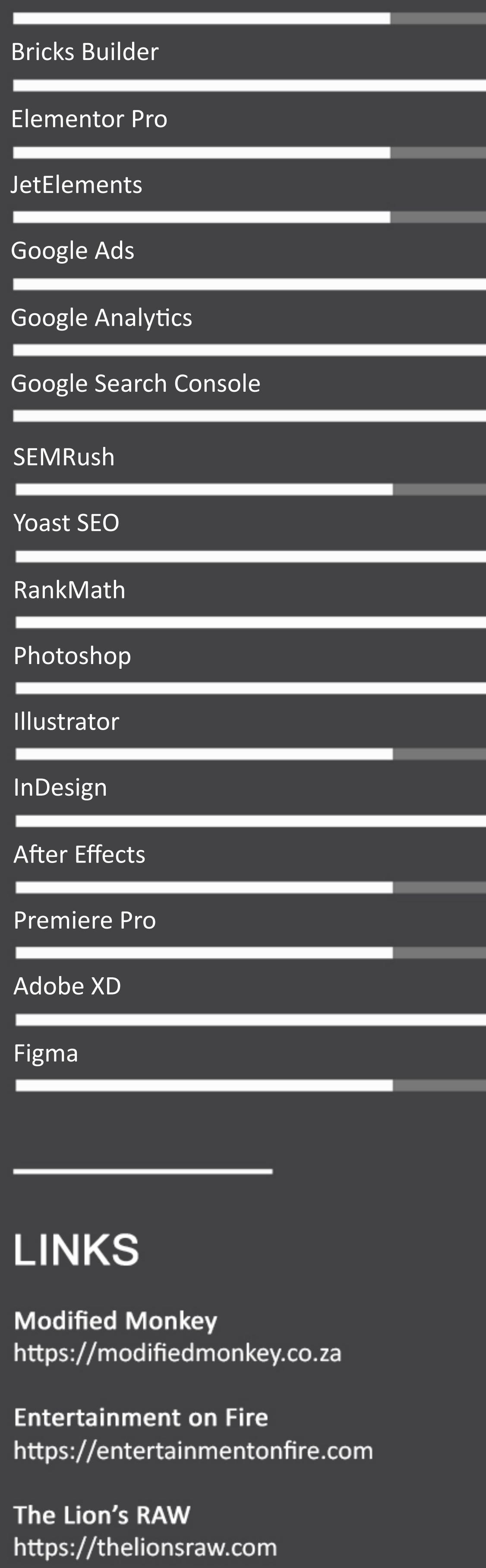
ABOUT ME

As a seasoned Web Developer, I bring over 5 years of robust experience in Web Development, underpinned by a solid foundation in PHP, JSON, and information security. At Crowberry Media, I have successfully overseen projects, applying my proficiency in the Adobe Suite, CSS, HTML, and JavaScript to craft dynamic, responsive, and visually stunning websites. My skill set extends to integrating tools such as WordPress, Figma, Bricks Builder, Elementor Pro, and JetPlugin Suite, where I excel in theme and plugin development. I am also well-versed in leveraging SEO tools, including but not limited to Yoast SEO, SEMrush, and RankMath Pro to boost website visibility and performance. My expertise encompasses managing web hosting environments via cPanel and Softaculous.

I possess a keen talent for debugging code, ensuring error-free deployment. Furthermore, I am highly skilled in utilizing Google tools for marketing, metrics, and page optimization. I have managed Google Business Services including Ads, Analytics, Tag Manager, Search Console, and Shopping to optimize online presence and performance.

I am certified in Search & Display and am currently undergoing studies to further these certifications. Driven by a passion for pioneering innovative Web Solutions and a keen interest in utilizing AI tools to further business automation, I am eager to employ my technical acumen to further web development endeavors.

SKILLS



LINKS

Modified Monkey
<https://modifiedmonkey.co.za>

Entertainment on Fire
<https://entertainmentonfire.com>

The Lion's RAW
<https://thelionsraw.com>

Jungle Jewels
<https://junglejewels.cmhosting.co.za>

Calgan Recliners
<http://calgan.co.za>

EMK Links
<https://emklinks.co.za>

Codexist
<https://codexist.co.za>

Zetata
<https://zetata.co.za>

LANGUAGES



PERSONAL DETAILS

Date of Birth
10 April 1990

Nationality
South African

JUHAN BADENHORST

WEB DEVELOPMENT | GRAPHIC DESIGN | SEO | GOOGLE SERVICES

WORK EXPERIENCE

Web Development | Graphic Design

Crowberry Media

Johannesburg | Jun 2024 - Present

Website Development & Maintenance:

- Developed and maintained high-quality, functional websites for corporate clients using WordPress, Elementor Pro, Bricks Builder, WooCommerce, and Shopify.
- Designed and implemented a custom plugin to entirely replace WooCommerce on eCommerce sites, demonstrating advanced problem-solving and coding skills.

Digital Marketing & SEO Management:

- Single-handedly managed all client Google Ads, Analytics, Search Console, and Business Profiles.
- Maintained and optimized SEO for all client websites, primarily utilizing Yoast, SEMrush, and RankMath Pro.
- Administered Meta Business Services and executed effective social media strategies to boost engagement and brand awareness.

Graphic Design & Brand Development:

- Spearheaded brand development projects, creating logos, corporate identity packages, stationery, and HTML email signatures to enhance client branding strategies.
- Produced compelling visual content using Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, and XD.

Technical Expertise & Optimization:

- Contributed to building web applications and was responsible for extensive code writing and debugging. Engaged in advanced web development tasks including theme and plugin development, utilizing tools such as JetElements, Litespeed, CSS, HTML, JavaScript, PHP, and ACF.

Managed server and website health via cPanel and Softaculous.

- Implemented RESTful APIs and integrated third-party services to enhance web application functionality.
- Collaborated with UX/UI designers to translate visual concepts into functional online experiences.
- Optimized website performance through best coding practices and leveraging modern frameworks like React or Angular.

Head of Marketing | Web Design | Graphic Design

EMK Links | Design Quarter

Sandton | Johannesburg | Jun 2022 - Dec 2023

Digital Presence & Brand Management:

- Spearheaded the establishment of a robust online presence, enhancing brand visibility and engagement.
- Managed the Meta Business Profile, ensuring cohesive and professional brand representation.
- Administered Facebook and Instagram Pages, curating content and fostering community interaction.

Website Optimization & Performance:

- Optimized the company website for improved user experience and search engine rankings. Set up and monitored Google Ad Campaigns, significantly contributing to increased online traffic and lead generation.

Client & Partner Relations:

- Provided ongoing support and maintained strong relationships with key digital partners and platforms.

Web Design | Digital Marketing

Jacris SpraySafeSolutions

Sandton | Johannesburg | May 2021 - Jun 2022

Website Development & E-commerce:

- Developed a comprehensive website using Adobe, WordPress, Elementor Pro, and WooCommerce, ensuring seamless front-end and back-end user experience.
- Drove significant sales results, achieving nearly R1,000,000 in revenue within the first month of website launch.

SEO & PPC Campaign Management:

- Executed successful SEO and PPC campaigns, leveraging tools such as Google Adwords, Google Analytics, and Keyword Planner to enhance online visibility.
- Managed Google Trends, Webmaster Tools, Alerts, Calendar, My Business, and Optimize to monitor and improve web performance metrics.

Front-end Development & UI/UX:

- Developed and maintained responsive website layouts and designs using HTML, CSS, and JavaScript. Implemented user interface designs from mockups and wireframes using front-end frameworks like React or Angular.

Production Management | Graphic Design

Redman Art Lounge

Fourways | Johannesburg | Jan 2016 - Mar 2021

Production & Quality Management:

- Spearheaded production management processes to ensure efficient workflow and high-quality output.
- Developed and implemented quality control protocols to maintain product excellence.

Cross-functional Coordination:

- Coordinated with web design and marketing teams to support brand consistency and campaign effectiveness.

Printing & Design Operations:

- Managed large format printing operations, from initial design to final product delivery.
- Oversaw the creation of custom wallpaper designs, meeting diverse customer specifications.
- Directed content creation for floor stock and online advertising materials.
- Conducted product photography sessions to produce compelling images for marketing use.

System Maintenance & Customer Service:

- Maintained and troubleshooted network, software, and hardware systems to ensure operational reliability.
- Performed routine printer maintenance to minimize downtime and preserve print quality.
- Responded to customer requests with tailored solutions, enhancing client satisfaction and retention.

EDUCATION

Diploma

Modimolle FET College | 2008

- Business Management and Strategies

Certification

Google | 2024

- Search & Display Ads