DENIS OMINGO

SEO Expert

CONTACT

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EDUCATION

Multimedia University of Kenya
2018-2022
BSc. Mathematics & Computer Science

SKILLS

Programming
- JavaScript
- HTML
- CSS
- Python
- Java
- PHP

Frontend
- React
- Next.js
- TailwindCSS
- ShadCn
- Wordpress

Backend
- Node.js
- Express

Databases
- MySQL
- PostgreSQL
- MongoDB

PROFILE

Web developer and Digital Marketer professional with 3 years of professional experience in WordPress, MERN, and Next.js web app design and SEO optimization. Loves working on problems, seeking ways to enhance site performance, and eager to develop new things in technologies. I have well-developed interpersonal skills, allowing me to solve problems in small teams effectively, contribute to group brainstorming sessions, and provide the best A-grade SEO-optimized solutions.

WORK EXPERIENCE

WEB & SOCIAL MEDIA MANAGER
Office Partitions and Fitouts Ltds
November 2023 - August 2024

- **Role:** Scheduled and oversaw all the page updates on social media and websites for people to use them easily and interact with. Adopted Several SEO policies and executed them to improve search engine visibility, increase web traffic, and increase the visibility of websites. Periodically updated the policies to fit the best practices and trends in the digital landscape.

Responsibilities
- Updated websites by regularly checking their proper working and constant posts.
- Carried out SEO techniques to enhance the site's position on the search engine results page and the clicks on the site's organic search results.
- Effectively used responsibility handling social media accounts to increase the brand and target demographic awareness.

Achievements
- Maintained web traffic by enhancing SEO techniques and the quality of the content by 30%.
- Sustained a probability of 50% growth in social media tagging to fame with the help of efficient content material management and audience interactions.

Tools

- Google Analytics
- Google Search Console
- Ahrefs
- SEMrush
- Yoast SEO
- Lighthouse
- Postman
- **GitLab CI/CD**
- Cypress

Monitoring

- Kibana
- Grafana

Other Skills

- Git (branching, creating pull requests, resolving merge conflicts)
- Bash
- SSH
- HTTP
- REST
- WooCommerce
- Markdown
- Elementor
- **Search Engine Optimization**

WEB DEVELOPER INTERN

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December 2022-August 2023

- **Role:** Collaborated directly with other senior developers to improve my knowledge in MERN stack and WooCommerce; I developed my practical experience and theoretical knowledge by attending lectures, conferences, and reading articles.

Responsibilities

- Participated in code reviews, guided the team, and supported the development of online applications based on WordPress, JavaScript, Node.js, and Next.js.
- Supported architecture and features in landscape management when it was necessary to check compliance with the best practices.
- Conducted presentations on what modern web development looks like and worked on problem-solving sessions together.

Achievements

- I benefited from practical help with front-end development and SEO and from becoming familiar with the optimal practices and principles of improving a website's usability and ranking within search engines.
- As a front-end web developer, I ensured the organization's website was friendly, easy to navigate, and well-designed. This meant using HTML, CSS, and JavaScript in equal measure; additionally, I had to ensure that SEO policies were employed to make the site as visible as possible on the internet.

Referees are available upon request