KHALIPA BABA

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PROFESSIONAL SUMMARY

Aspiring Software Developer with a strong foundation in web development, Python, AI, and SEO. Passionate about building intuitive and efficient digital experiences. Experienced in front-end development, technical SEO, and digital marketing. Committed to continuous learning and contributing to impactful projects.

CORE SKILLS & COMPETENCIES

- Programming Languages: HTML, CSS, JavaScript, SQL, Python
- Frameworks & Libraries: React.js, Bootstrap
- Web Development: Responsive Design, UI/UX Principles
- SEO & Digital Marketing: Technical SEO, On-Page SEO, Content Strategy
- Tools & Platforms: GitHub, Google Analytics, SEMrush

- Soft Skills: Problem-Solving, Adaptability, Team Collaboration
- Database Management

EDUCATION & CERTIFICATIONS

- **SheCodes** (Certificates):
    - Web Development
    - Python
    - AI
    - React

- **HubSpot Academy** (Certificates):
    - SEO
    - Digital Marketing

- **Google Certificate** (Certificate)**:** Foundations of Digital Marketing
- **SEMrush** (Certificate)**:** Navigating On-Page and Technical SEO: A SEMrush Deep Dive
- **ALX Africa** (Certificate): Virtual Assistant
- **Cape Peninsula University of Technology** (National Diploma): Fashion Design

EXPERIENCE

Virtual Assistant | Msuku Media - Freelancing *(Feb 2024 – Present)*

- Provided administrative support and managed digital marketing tasks.
- Assisted with SEO optimization and content strategy for online presence.
- Conducted research and helped streamline operational processes.

Technical Support Associate | Amazon (Remote, Seasonal) *(Sept 2023 – Jan 2024)*

- Provided technical assistance to customers and resolved system-related issues.
- Ensured efficient troubleshooting and problem resolution.

Transcriber | Transcription Staff *(1 Year)*

- Transcribed audio files with accuracy and attention to detail.

Administrative Assistant | Cape Union Mart (Cape Town, South Africa) *(May 2015 – Feb 2018)*

- Managed office administration and supported business operations.

PROJECTS

- **Portfolio Website**
  - Designed and developed a personal portfolio showcasing web development and SEO projects.
- **World Clock Web App**
  - Created a real-time world clock web app using JavaScript and APIs.
- **AI Recipe Generator**
  - Built an AI-powered recipe generator that suggests meal ideas based on available ingredients.
- **SEO-Optimized websites**
  - Developed and optimized websites for better search engine ranking and user engagement:
    - www.mtvag.co.za
    - www.spacefanatics.co.za
    - www.msukumediagroup.com
    - www.omgchemicals.com
    - www.motorflux.co.za
    - www.mohatofoundation.org
    - www.blueleopardconsultancy.co.za

ADDITIONAL INFORMATION

- Passionate about cybersecurity and software engineering.
- Enthusiastic about mentoring and empowering young South African youth through tech and entrepreneurship.
- Actively expanding knowledge in full-stack development and cybersecurity.