

Sally Wanga

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PROFESSIONAL SUMMARY

Frontend Developer with strong SEO fundamentals, UI/UX experience, and a proven ability to translate Figma designs into high-performing, responsive websites. Skilled in creating clean, structured, and visually appealing interfaces that support SEO goals such as improved accessibility, mobile optimization, semantic HTML, and site performance. I combine web development with content writing, analytics understanding, and user-centered design, making me well-suited for roles that blend SEO strategy, web development, and digital content optimization.

SKILLS

SEO Competencies

- On-page SEO: metadata, heading structure, content optimization
- Keyword research & competitor analysis
- Technical SEO basics: semantic HTML, mobile-first design, performance optimization
- Google Analytics & Google Search Console
- Google My Business basics
- UX-driven SEO improvements
- Content writing (blogs, tutorials, guides)
- SEO reporting fundamentals

Technical Skills

- Languages: JavaScript (ES6+), TypeScript, HTML5, CSS3
- Frameworks & Libraries: React.js, React Native

- Styling: Tailwind CSS, Responsive Design, UX/UI best practices
- Tools: Git, GitHub, Jira, Trello, Canva, Figma
- Other: API Integration, AI Workflow Automation, Data Visualization (Power BI)

PROFESSIONAL EXPERIENCE

Frontend Developer & UX Liaison | Sikos Marketing

Nov 2024 – Nov 2025 | Contract, Hybrid

- Built a mobile-first directory & e-commerce platform improving digital visibility for Nairobi CBD businesses.
- Converted Figma designs into polished, SEO-friendly UI components using React and semantic HTML.
- Collected and integrated feedback from sales teams and users to enhance UX and reduce friction points.
- Created brand-aligned visual assets using Figma and Canva.
- Implemented structured layouts and content sections supportive of SEO and improved discoverability.

Frontend Developer | DataDrive Africa

Dec 2023 – Sep 2024 | Hybrid, Nairobi

- Developed responsive, high-performance web applications aligned with UX mockups.
- Built interactive dashboards and visualizations that communicated data clearly and intuitively.
- Integrated backend APIs for reliable data flow and seamless user experiences.
- Wrote clean, structured, SEO-friendly code emphasizing accessibility, performance, and maintainability.
- Participated in agile workflows and collaborated cross-functionally using Jira & Trello.

AI Facilitator | ALX Africa

Mar 2024 – Jun 2024 | Remote

- Supported 200+ learners with clear written guidance and fast problem resolution.
- Created tutorials and learning content, strengthening communication and educational writing skills.
- Troubleshooting platform issues and improved student progression through structured content explanations—ideal for SEO-focused content work.

EDUCATION & CERTIFICATIONS

- BSc. Actuarial Science, University of Nairobi
- Data Analytics, Explore AI Academy (ALX Africa)
- ProDev Frontend Development - ALX Africa

ONLINE PRESENCE

- GitHub: github.com/Mugishaa77
- Medium: medium.com/@swugisha (technical writing & tutorials)
- LinkedIn: linkedin.com/in/swugisha

REFEREES

Available upon request.