

Precious Okechukwu Nwosu

WordPress Web Designer, Content Manager, SEO Manager

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Professional Summary:

A dedicated and creative WordPress Web Designer with 3 years of experience in crafting visually stunning and highly functional websites. Adept at transforming client visions into pixel-perfect websites; I specialize in designing and developing user-friendly, responsive WordPress sites that deliver exceptional user experiences.

My proficiency extends to leveraging the latest web design trends, including mobile-first design principles, SEO best practices, and user-centered design methodologies. I have a keen eye for aesthetics, ensuring that each website I create is not only visually appealing but also optimized for performance and search engine visibility. My portfolio showcases a diverse range of projects, from e-commerce platforms to Online Learning websites, demonstrating my adaptability to various client needs.

Education

Bachelor of Science in Computer Science (Expected Graduation: 2024)

National Open University of Nigeria

Work Experience/Projects

Web Designer/SEO Manager, TechSisi (2022 – Present)

(www.techsisi.com.ng)

- Delivered fully responsive web designs, ensuring a consistent and optimized user experience across various devices and screen sizes using WordPress.
- Collaborated seamlessly with marketing, content, and development teams to integrate WordPress-based SEO principles across all digital touchpoints, ensuring a unified online presence.
- Conducted regular website audits within the WordPress framework to identify technical issues, recommended WordPress-specific fixes, and ensured compliance with SEO best practices and WordPress guidelines.
- Monitor website performance using analytics tools, identify trends, and provide actionable insights to optimize content and design elements for improved user engagement.
- Proficiently managed and maintained website content, ensuring consistency, accuracy, and strict adherence to brand guidelines within the WordPress platform.

Web Designer/Web Content Manager, NovaVamp (2021 – 2023)

(www.novavamp.com)

- Demonstrated proficiency in crafting custom web designs that aligned with NovaVamp's brand identity and user experience goals.
- Successfully managed and maintained website content at NovaVamp, ensuring a high level of consistency, accuracy, and adherence to brand guidelines across the web platform.

- Conducted regular content audits to assess the effectiveness of existing content, identify opportunities for optimization, and ensure the alignment of content with SEO best practices.
- Collaborated effectively with NovaVamp's marketing, content, and development teams to integrate SEO principles across all digital touchpoints, ensuring a cohesive and impactful online presence.

Web Designer, Nova LMS (2023)

(<https://dev-novalms.pantheonsite.io>)

- Created fully responsive online learning website, guaranteeing an optimal user experience across various devices and screen sizes within the WordPress framework.
- Proficiently customized the WordPress themes to meet the unique needs of Nova LMS, ensuring a seamless blend of design and functionality.
- Conducted technical audits of the WordPress website, identifying and addressing issues, and ensuring compliance with WordPress best practices and SEO guidelines.

(Others included in portfolio at: <https://novavamp.com/portfolio/>)

Technical Skills

- Content Management Systems (CMS): WordPress
- SEO Specialist: Search Engine Optimization (SEO) strategy development, Keyword Research, On-page and Off-page Optimization, Technical SEO, SEO Audit, Competitor Analysis, SEO Tools (Google Analytics, Google Search Console, SEMrush), Content Optimization for SEO
- Social Media Management: Facebook, Twitter, Instagram, LinkedIn, Hootsuite, Publer
- Content Creation, Editing, and proficiency in Microsoft Office Suite and Google Suite.
- Email Marketing Platforms: Brevo, Mailchimp, Campaign Monitor.

Professional Development

- WordPress Web Development, Nova University (certificate)
- Web Content Management, Nova University
- Digital Marketing, SEO, and Writing Workshops
- Active participation in professional memberships and industry communities