INEMESIT RICHARD DAVID

Product-minded Web Developer

Accra, Ghana/ Open to remote

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Portfolio: https://reechout.my.canva.site/inemesit-david-website/

GitHub: https://github.com/ReechardDev

LinkedIn: https://www.linkedin.com/in/inemesit-david-739676318/

SUMMARY

I build clean, fast, accessible websites with Next.js & Tailwind. I focus on clear UX, Web Vitals, GA4 events, and measurable outcomes for small businesses and startups across Ghana and the U.S.

CORE SKILLS

Frontend: Next.js (App Router), React, Tailwind CSS, shadcn/ui, Framer Motion

Performance & A11y: Web Vitals (LCP, CLS), Lighthouse targets, semantic HTML, ARIA

Analytics & SEO: GA4 events/funnels, Vercel Analytics, on-page SEO, sitemaps/OG

Tooling: Git/GitHub, Vercel, Netlify, Figma/Canva, Basic Node/TS, Form integrations

SELECTED PROJECTS

Infinity Lawns & Beyond: Local SEO + Site Revamp (Denver, US)

Role: Web Dev (Next.js, Tailwind). Built services IA, responsive components, image strategy, sticky mobile CTA, GA4 events.

Impact: +40% quote requests, LCPs mobile, bounce rate 10% on service pages.

Robin's Touch Senior Care Website

Role: Web Dev + UX copy. Clear care plans, trust cues, mobile first contact flow, performance budget, route prefetch.

Impact: +35% form starts, longer time on Care Plans.

AgriConnect (ALX): MVP Concept

Role: Product/UX. User flows, low-fi wireframes, scope for SMS weather alerts + tips. Pitch assets prepared.

DFRENT: T-Shirt Brand Starter

Role: Brand + Web. Fast product pages, clean checkout steps, basic analytics and launch assets.

Green Beauty: Brand Concept

Role: Web/Brand. Image-led layouts, gallery pages, booking journey mockups.

PROFESSIONAL EXPERIENCE

Founder / Web Developer: Reech-Out Marketing Agency: Accra, Ghana· 2019 Present

Ship Next.js/Tailwind sites with a11y and performance budgets (LCP/CLS).

Set up GA4 events and simple dashboards for lead tracking; add SEO/OG basics and sitemaps.

Plan and run Meta/Google ads with focused landing pages and email capture.

Results: +20% leads, LCPs on recent builds; improved conversion and clarity.

Content Writer (Web3/Crypto) Freelance: Remote · 2024

Wrote explainers, tutorials, and product updates with clear, SEO-friendly structure.

Collaborated with PMs/designers; delivered on short deadlines.

EDUCATION & CERTIFICATIONS

BSc, Information, Science & Telecommunication - WestEnd University, Ghana, 2024

ALX Professional Foundations 2025

TEFL Certificate CPD Certify 2025

Diploma, Digital Marketing Udemy 2024

Certificate, Microsoft Excel Udemy 2024

Movie Directing Royal Art Academy 2017

COMMUNITY

Ayipey Foundation (Ghana) Volunteer contributor supporting less privileged groups and school children.

LANGUAGES

English (Fluent), Japanese (Basic)

ELEVATOR PITCH

I build fast, clear websites and set up simple funnels that increase leads. Tools: Next.js, Tailwind, GA4, Meta/Google ads. Open to internships, contract roles, and small business projects.