

TERRENCE T RUSIKE

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I am a web developer professional with 4+ years of agency experience with a strong focus on creating unique websites that result in a lower bounce rate by keeping users engaged and getting conversions for the client.

WORK EXPERIENCE

POINT.B DIGITAL MARKETING AGENCY

DURATION: Feb, 2020 – Present

POSITION: **FRONT END DEVELOPER**

DUTIES AND TASKS

- Planning and developing result driven websites according to client's business needs, **e-commerce, landing pages**, etc.
- Experience with **HTML, CCS, JavaScript, Bootstrap**.
- Experience with online stores (**e-commerce**) using **WooCommerce** and payment gateways.
- Experience with Front and back-End Development using multiple CMS **system such as Wix, WordPress, Shopify and Squarespace**.
- Page builders experience **Elementor, Visual Composer, Divi** etc.
- Regular optimization of **website performance and loading times** to improve website traffic and lower bounce rate.
- Websites responsive for better usability for both **Desktop, Mobile and Tablet**
- Website optimization for **on-page SEO and technical SEO** using the latest guidelines and the best tools available.
- Creating wireframes UX with **Photoshop, illustrator** and **Dreamweaver** using the best practice guidelines as part of web development specification, standalone landing pages
- Graphic design for corporate identity and marketing collateral, including **GDN banners, logo, Facebook ad banners, E-mail signatures**, etc.
- Application of **Google tracking code (e.g., Google Analytics)** to ensure that the campaigns are working as attendant and adjusting accordingly.
- **Web maintenance and updating content** client websites, brand pages, landing pages, etc.to ensure seamless engagement with old and new users.
- **Google Ads** according to the client needs either to increase conversion or company brand awareness etc.

Website worked on

<https://viscontihangers.com/>

<https://hiq.co.za/>

<https://skinxaesthetic.co.za/>

<https://homedepotstores.co.za/>

<https://www.sturrockandrobson.com/>
<https://www.benvenuti.co.za/>
<https://mixfm.co.za/>
<https://www.e-vattie.co.za/>

<https://framez.co.za/>

SIMPLECLOUD SOLUTION

DURATION: Aug, 2015 – 2019

POSITION: WEB DEVELOPER

DUTIES AND TASKS

- Designing, building, and maintaining websites to the industry standards
- Designs e-commerce websites, landing pages, and custom build
- Designing logos, GDN banners, and E-mail signatures with HTML and CSS
- Optimize the site regularly to increase its performance
- Incorporating functionalities and features into websites

SKILLS

- SEO & Web optimization
- Use of HTML, CSS, Java script
- Photoshop and illustrator for artwork
- Google convection tracking code
- Strong Mobile Readiness (responsive experience)
- Ability to work with multiple websites and setups

MY SUPERPOWERS

- Ability to work according to strict deadlines and have good time-management and prioritization ability
- Ability to solve problems in a logical manner with an investigative and inquisitive mind
- Leadership & Management Skills
- Fast paced self-learning

CERTIFICATIONS

2010 TO 2012

DIPLOMA IN INFORMATION TECHNOLOGY, RICHFIELD GRADUATE INSTITUTE OF TECHNOLOGY

Pursued Web Development & Graphic Design

2009 TO 2010

CERTIFICATE IN INFORMATION TECHNOLOGY, RICHFIELD GRADUATE INSTITUTE OF TECHNOLOGY

Web Development

O'LEVEL, ALLAN WILSON HIGH SCHOOL

English, Geography, Accounts, Commerce

REFERENCE

Point.B Digital Marketing Agency

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SimpleCloud Solution

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