

WISDOM KARA JUNIOR

Web Designer and SEO Specialist

+2347084153584

karawisdom38@gmail.com

[in Wisdom Kara](#)

[Amuwo-Odofin, Lagos State](#)

Professional Summary

Logical and results-driven Web Developer & SEO Specialist with expertise in building and optimizing SEO-friendly websites to drive traffic and business growth. Skilled in enhancing site performance, search visibility, and user engagement through SEO best practices. Proficient in leveraging AI tools for content optimization and automation to boost efficiency. A problem solver with strong analytical skills, committed to delivering innovative solutions that align with business goals and improve overall performance.

SKILLS

- ❖ React
- ❖ Tailwind CSS/CSS3
- ❖ HTML5
- ❖ JavaScript
- ❖ WordPress Website Management
- ❖ Website speed optimization
- ❖ SEO Optimization
- ❖ Content Strategy
- ❖ Website performance & Responsiveness
- ❖ Social Media Management
- ❖ Keyword research
- ❖ Competitor analysis
- ❖ Google analytics
- ❖ Git and GitHub
- ❖ KPI reporting
- ❖ Social media integration
- ❖ AI Proficiency

Soft Skills

- ❖ Analytical Thinking
- ❖ Problem-Solving
- ❖ Attention to Detail
- ❖ Communication Skills
- ❖ Time Management
- ❖ Adaptability & Learning
- ❖ Agility
- ❖ Creativity & Innovation
- ❖ Collaboration & Teamwork

PROFESSIONAL EXPERIENCE

Web Developer/Manager - Grace Chapel

(Remote), Lagos State March 2023 - Till Date

- ❖ Reviewed WordPress site code to validate structures, assess security, and ensure compatibility across browsers, devices, and operating systems.
- ❖ Used WordPress CMS to build SEO-optimized, user-Friendly websites tailored to client needs.
- ❖ Collected, defined, and translated user requirements into WordPress project designs and implementation plans.
- ❖ Determined coding requirements for specialized scripts and WordPress customizations.
- ❖ Engaged with clients to plan, optimize WordPress site performance, and resolve SEO-related queries.
- ❖ Designed and customized WordPress themes using HTML, CSS, JavaScript, and page builders while integrating SEO-friendly structures.
- ❖ Implemented on-page SEO strategies in WordPress, including Meta tags, structured data, and optimized content formatting.
- ❖ Completed full redesigns of WordPress websites to improve navigation, enhance visuals, and boost search engine rankings.
- ❖ Developed user-friendly web forms in WordPress with validation and error handling, ensuring a smooth SEO-friendly user experience
- ❖ Designed, implemented, and monitored web pages, plugins, and functionality for continuous improvement.
- ❖ Designed mobile-first websites using progressive enhancement techniques, catering to a growing mobile audience.

Education

B.Sc., Computer Science (In View)
BESTOWER UNIVERSITY, Lagos.
State, 2024.

Certifications

- ❖ Web development Certification((Udemy)
- ❖ Social Media Management(Udemy)

Hobbies

- ❖ Making Research
- ❖ Reading
- ❖ Networking

Reference

Available Upon Request

- Proven ability to learn quickly and adapt to new situations.
- ❖ Worked flexible hours across night, weekend, and holiday shifts to achieve deadlines
- ❖ Crafted SEO strategy and intuitive interface for the site to achieve prominent rankings across top browser platforms.

KanelTechnologies (wisdomkara.github.io/kaneltechnologies) Owner

Lagos, (Remote) December 2024-Till Date

- ❖ Established and lead Kanel Technologies, delivering custom web development solutions for clients in education, nonprofit, and small business sectors.
- ❖ Develop and maintain responsive, user-centric websites using HTML, CSS, Tailwind CSS, Bootstrap, JavaScript, and React.
- ❖ Oversee WordPress-based projects, including site architecture, plugin integration, SEO optimization, and performance tuning.
- ❖ Execute targeted digital marketing campaigns across Facebook and Instagram, driving brand visibility and user engagement.
- ❖ Manage hosting environments, perform routine site maintenance, and ensure optimal uptime and security.
- ❖ Collaborate with clients to understand project goals, translating ideas into functional, visually compelling websites.
- ❖ Provide post-launch support, content management guidance, and client training to ensure long-term project success.
- ❖ Direct business operations including client acquisition, proposal development, project management, and quality assurance.

Website Manager –Belfon (<https://belfon.com.ng/>)

Lagos, Nigeria (Remote)–January 15th-October 2023

- ❖ Utilized SEO techniques to optimize website content, improve search engine rankings, and increase traffic.
- ❖ Troubleshoot issues with websites and fixed scripting and use issues.
- ❖ Optimized website loading times by implementing technical solutions such as caching mechanisms, image optimization techniques, and server-side configurations.
- ❖ Developed performance metrics to benchmark websites.
- ❖ Passionate about learning and committed to continual improvement.
- ❖ Managed time efficiently to complete all tasks within deadlines.
- ❖ Self-motivated, with a strong sense of personal responsibility.
- ❖ post new content on the website that is in line with SEO to generate leads