



## **Web Developer**

## **Digital Marketing Specialist**

Developing, launching, and monitoring website content and updates for Wordpress websites

Maintaining website functionality by troubleshooting technical issues, fixing broken links, etc.

Implementing SEO strategies to improve website visibility using tools such as Ahrefs, Google Search Console, Link Assistant Rank Tracker, and Rank Math

Conducting market research and analyzing customer data to identify content marketing opportunities and target audience insights

Creating and managing content marketing campaigns that align with business goals and customer needs for World Hair System and World Hair Institute

Developing content strategies for different digital channels and platforms, including blogs, social media, and email marketing

Brands I'm working with:

