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### **Professional Summary**

Detail-oriented **Web Manager & WordPress Developer** with **5+ years** of experience in website management, front-end development, and digital content strategy. Skilled in **HTML, CSS, JavaScript, WordPress, Canva, Figma, and Git**, with a strong understanding of UX/UI principles and CRM best practices. Adept at troubleshooting, optimizing site performance, and driving governance for high-traffic websites. Passionate about collaborating cross-functionally to enhance digital experiences and business growth.

### **Technical Skills**

* **Web Development**: HTML, CSS, JavaScript, WordPress (CMS), Git
* **Design & UX**: Figma, Canva, Responsive Design, Website Optimization
* **Content Management & SEO**: Website Publishing, QA, Governance, CRM Integration
* **Project Management**: Cross-Functional Collaboration, Leadership Reviews, Agile Workflows

### **Professional Experience**

#### **Web Manager & Wordpress Developer – Freelancer [Present]**

* Managed governance, maintenance, and enhancements for a high-traffic website, ensuring optimal performance.
* Collaborated with developers, designers, and marketers to build new pages, troubleshoot issues, and implement new features.
* Oversaw content updates, QA testing, and publishing workflows within WordPress and other CMS platforms.
* Pulled website analytics to assess user engagement and inform optimization strategies.
* Worked closely with stakeholders to ensure website updates align with business goals and brand guidelines.

#### **Web Content Specialist & Wordpress Developer – TACTARN [2019-2024]**

* Developed and maintained responsive web pages using **HTML, CSS, and JavaScript** to enhance user experience.
* Assisted with website redesigns and updates using **WordPress, Figma, and Canva**.
* Optimized website performance through troubleshooting, bug fixes, and best UX practices.
* Worked with CRM tools to improve website functionality and customer engagement.

#### **Freelance Web Development & Management | Ongoing**

[**https://arese.fit/**](https://arese.fit/)**– E-Commerce Shoe Store (WordPress & Elementor)**

* Designed and developed **AreseFit**, an online shoe store, using **WordPress and Elementor** to create an engaging shopping experience.
* Integrated **WooCommerce** for efficient product catalog management, shopping cart functionality, and secure checkout.
* Conduct **ongoing website maintenance**, including plugin updates, security patches, and performance enhancements.
* Ensured **mobile responsiveness and SEO optimization** to improve visibility and user experience across all devices.
* Implemented analytics tracking to monitor sales performance, user engagement, and conversion rates.
* Developed additional **landing pages, promotional banners, and marketing content** to support business growth and seasonal campaigns.

### **Education & Certifications**

* BA – University Of Lagos [2014-2018]
* Decagon Software Institute [2018-2019]
* B.sc in Web Development, Bellevue University[Expected graduation date:2025]