

Martin Defor

Front-End Developer

SUMMARY

Creative and Innovative Front-End Developer with experience in building stable responsive websites. Skilled in HTML/CSS/Bootstrap and working knowledge of JavaScript/JQuery/Photoshop. Well-versed in Scrum and Agile.

WORK EXPERIENCE

Dec, 2018 - **Digital Marketing Specialist**
Aug, 2019 [Tradekona](#)

Evaluated website for mobile performance and optimal search engine rankings which has boosted the site by 500% within 4 months.

Using tools like Google Analytics, Google Adword and Google Adsense.

Develop unique content to improve presence and brand awareness.

Design and implement all SEO, SEA and SEM campaigns.

Scheduled targeted email marketing programs. Monitoring all corporate social media accounts and websites to ensure positive online presence using Twitter, LinkedIn and Facebook which has connected over 13,000 audiences within 5 months.

Research keywords relevant to marketing efforts of clients.

Organize and maintain all digital multimedia content using Google Drive and Dropbox.

Execute End-to-end tests/Functional test, uncovering, documenting, and reporting all bugs and other issues and prioritizing them

Sept, 2018 - **Goods Handling**
Dec, 2018 [Kuehne + Nagel \(Halen & Geel, Belgium\)](#)

- Stack the orders correctly on the pallets;
- Responsible for wrapping with the wrapping machine
- Ensure that my workspace is always tidy;
- Follow the safety rules at all times.

Oct, 2013 - **Digital Marketing Specialist**
May, 2017 [Paradise Travel & Tours](#)

Marketing of our services through social media, SEO/SEM etc.

Introduced scheduled targeted email marketing programs.

Developed unique content to improve presence and brand awareness. Monitored all corporate social media accounts and websites to ensure positive online presence using Twitter, and Facebook.

Improved brand awareness.

Handled customer service issues, including unhappy clients, missed flights, overbooked hotels, mistakes in the itinerary, and other last-minute problems.

Educate clients on travel requirements for international destinations, including visas, vaccinations, passports, and customs.



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☎ +32489023243

✉ deformartin@gmail.com

[in www.linkedin.com/in/martin-defor](https://www.linkedin.com/in/martin-defor)

deformartin.github.io/portfolio/mysite/

SKILLS

Skills



- Social Media Marketing
- SEO/SEA/SEM
- HTML, CSS, Bootstrap
- JavaScript
- Wordpress
- Google Analytics
- Google Adword
- Google Adsense
- Content Writing
- Copy Writing
- Microsoft Office Suite
- Attention to Detail
- Collaboration & Teamwork
- Communication
- Manual Testing
- Functional Testing/End to End Test
- User Acceptance Testing
- JIRA
- Confluence
- Notion

LANGUAGE

English: Native Speaker

Dutch: Working Proficiency

French: Elementary

Ewe: Native Speaker

Twi: Native Speaker

EDUCATION

August 2019 - **Front-end Development**

November 2019 [Intec-Brussel](#)

- Html5
- Css3
- Javascript
- Bootstrap
- Node.js
- Sass
- js / react
- Deployment tools
- Ui / ux design

2012 - 2014 **Bachelor of Business Administration-Business Administration (Marketing)**

[Jayee University College Affiliated to University of Education, Winneba](#)

2007 - 2010 **Bachelor of Business Administration-Business Administration (Marketing)**

[All Nations University College Affiliated to Kwame Nkrumah University of Science and Technology.](#)

HOBBIES

- Technology
- Sketching
- Travelling
- Gardening
- Jogging