Henry Imoh

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Summary

I am a Frontend Engineer and Content writer. I possess 3+ years of professional experience in shipping high-end web products and writing content.
I have an extensive portfolio of overhauling business processes and systems while prioritizing the users and business objectives. I am passionate about creating insightful and impactful web products and content.
I also possess data visualization, Technical writing, Blog writing, and design skills.

Experience

Frontend Developer
Interswitch Group
Jul 2022 - Present (11 months)
Implemented and maintained front-end web applications, resulting in a 20% reduction in page load speeds and conversion rates by utilizing modern web technologies such as React.js and best practices for user experience and accessibility.

Launched the effective modification of the client-side web architecture to provide a dependable SPA (Single Page Applications)

Collaborated with the back-end team to put into place a new caching technique, which cut server response times by 50% and increased website speed overall by 15%.

Implemented A/B testing and user tracking to optimize website layouts and user flows, resulting in a 10% increase in conversion rates.

Optimized components for maximum performance across a vast array of web-capable devices and browsers, resulting in a 30% increase in user engagement and a 10% increase in revenue.

HTML email templates and newsletters for marketing initiatives are designed and implemented.

Junior content manager
edgemedia
Feb 2021 - Mar 2022 (1 year 2 months)
*Developed and implemented a comprehensive SEO content strategy resulting in 58% increased organic traffic to the company website.

*Utilized WordPress and HTML to create optimized webpages for targeted keywords that improved website ranking by 88%
* Analyzed customer feedback to modify existing and develop new product specifications to exceed market demands and position the company's products as industry-leading solutions.

Developed high-level product plans, roadmaps, and strategies to align with corporate goals and ensure product vision was achieved.

* Wrote SEO-optimized long-form articles across various niches.

Content Writer
Anime Geek
Apr 2022 - Feb 2023 (11 months)
*Researched industry-related topics to create high-quality content pieces, resulting in a 30% increase in reader conversions.

*Create and maintain an editorial calendar; collaborate with content writers to ensure that standards are met.

* Developed and incorporated keyword targeting strategies into content, improving organic search ranking month-over-month by 5%.

*Crafted SEO-friendly content for blog and press releases, increasing web traffic by 10% over 3 months.

* Effectively maintained consistent and fresh messaging across digital platforms, increasing customer engagement with promotional materials.

Web Developer & content writer
Get2work startup
Aug 2020 - Oct 2021 (1 year 3 months)
Collaborated with back-end developers to create and deliver a fully functional CRM system that improved customer acquisition and customer retention by 20%, resulting in a 40% revenue increase.

Created reusable code libraries, reducing development time for future projects by 50% and improving the efficiency of the development team.

Utilized front-end technologies such as jQuery and AJAX to integrate with back-end services, resulting in real-time data-driven updates to the website and an improved user experience.

HTML email templates and newsletters for marketing initiatives are designed and implemented.

Implemented analytics to properly utilize user preferences in delivering cutting-edge service.

To improve online traffic, conducted easy keyword research and followed SEO guidelines.

Developed and maintained RESTful APIs, enabling seamless communication between web applications and third-party services, resulting in a 30% increase in efficiency.

Web Developer & content writer
Shecooks
Jan 2020 - Oct 2020 (10 months)
*Using React to create robust and maintainable codebases.

*Applying a mobile-first strategy to the company's existing website.

*Working with designers to produce efficient and technically sound designs.

*Created modular, responsive layouts, using contemporary CSS methods and JavaScript frameworks.

*Developed technological solutions for business cases in collaboration with client stakeholders.

*Assisting with the shift from a waterfall to an Agile methodology that is more efficient.

*Built back-end infrastructure using PHP to maintain website integrity, security, and efficiency.

*Utilized customer personas and SEO tactics in driving meal sales (45%).

Education

Imo State University

Bachelor of Arts - BA, History and international Studies

2016 - 2020

Skills

Web Content Writing • Front-end Development • Technical Writing • PHP • Anaconda •
Telecommuting • JavaScript Libraries • HTML5 • React.js • Webflow

Honors & Awards

Ever Reliable diplomat - Nahiss

Jul 2020

An award of merit for diligence towards the department of history and international studies.