

# PIETER TENRET

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## PROFILE

I am a Front-End Web Developer with 6+ years of experience on an agency-level. Passionate about the newest web technologies and eager to learn.

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## PROFESSIONAL EXPERIENCE

### Front-End Web Developer

VitalStorm

December 2018 - August 2024

- **Transformed web designs into dynamic, fully operational WordPress websites** by leveraging a tech stack including PHP, SCSS, Twig, Timber, and custom fields, resulting in a 30% reduction in development time.
- **Developed high-converting landing pages in PHP** tailored for Google Ads campaigns, driving improved click-through-rates (CTR) and optimizing ad spend.
- **Engineered custom WordPress themes** to fulfill unique design and functionality requirements, enhancing user experience and maintaining brand consistency.
- **Built an Automated Landing Page framework** using GatsbyJS and Sanity.io with GraphQL, significantly boosting site performance and user engagement, leading to an increase in conversion rates and improved cost per click (CPL).
- **Optimized website performance**, including PageSpeed improvements, leading to faster load times and improved SEO rankings, contributing to better user retention.

### Web Developer | Project Manager

Flux Webdesign

November 2016 - March 2018

- **Collaborated with clients** to identify and define website requirements, ensuring alignment with their business goals and user experience needs
  - **Developed custom WordPress websites** tailored to each client's unique needs, integrating features such as blog pages, sliders, custom fields, and galleries to create a personalized and engaging online presence.
  - **Delivered successful projects for notable clients** including Euroports, Matthijs & Co, Eden Design, and For Good, resulting in increased site traffic and improved brand visibility.
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## EDUCATION & INTERNSHIPS

### Internship UX Designer/Web Developer

Deyo Group - ClassReach

October 2018 - December 2018

Collaborated on the overhaul of the ClassReach web application, executing the redesign with a focus on HTML and CSS implementation.

### Bachelor of IT Management and Multimedia Interactive Multimedia Design

Thomas More College/ Mechelen, Belgium

Graduated 2016

**Skills learned:** Web Development & Design technologies, Usability, User Experience, Digital Marketing fundamentals, Project Management.

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## SKILLS

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|----------------|--------------|------------------|-------------|
| • HTML/(S)CSS  | • JavaScript | • GatsbyJS/React | • Sanity.io |
| • WordPress    | • PHP (Twig) | • Shopify        | • Adobe CC  |
| • Office Suite | • Wrike      | • Analytics      | • SEO       |