

JOHN EBAH ECHI

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Professional Summary

Results-driven Full-Stack Web Developer and Software Engineer with 6+ years of experience building and maintaining scalable web applications. Proficient in PHP, JavaScript (ES6+), Laravel, and React.js, with expertise in creating high-traffic platforms. Skilled in SEO optimization, dynamic URL structuring, and leveraging AWS for cloud deployments.

Passionate about delivering intuitive and high-performing applications, mentoring junior developers, and driving measurable results such as a 35% conversion rate increase in e-commerce projects. Actively exploring emerging technologies like mobile app development to expand cross-platform capabilities.

Core Skills

- Programming Languages: PHP, JavaScript, HTML5, CSS3, SQL, Python
- Frameworks & Libraries: Laravel, React.js, jQuery
- Back-End Development: REST APIs, MySQL, Node.js, PHP
- Front-End Development: Responsive Design, Figma, Bootstrap
- SEO Optimization: Dynamic URLs, Page Speed, Metadata Structuring
- Cloud Technologies: AWS (EC2, S3), Docker, DevOps
- Project Management: Agile Methodology, Jira, Git

Professional Experience

Digital Marketer & Web Developer

Zain store boutique — [07/2022] – [09/2024]

- Designed and executed SEO strategies, improving website traffic by 40%.
- Developed custom web solutions, ensuring fast loading speeds and optimized user experiences.
- Integrated AWS services for scalable and secure application hosting.

Freelance Full-Stack Developer

Independent Projects — 2018 – Present

- Built high-traffic platforms such as:
- Dee-chords Musical Concept: Custom educational site with tailored UI/UX and SEO-optimized learning pages and online usability for both exams, task and result (<https://deechordsmusical.com>) .
- Aktv Tryb3 Record Label: Custom musical site with tailored UI/UX and SEO optimized music pages that allow artist upload music on the web (<https://aktvtryb3.com>) .
- Stelinitiaive: Custom musical site with tailored UI/UX and SEO optimized e-commerce pages that allow user buy products on the web (<https://stelinitiaive.com/makeup.com>) .

- DAJ Logistics: A marketing platform connecting 500+ sellers and buyers, featuring advanced tracking and secure payment systems.
- Created dynamic product URLs and optimized database queries, reducing page load times by 30%.
- Successfully managed end-to-end project lifecycles, including design, development, testing, and deployment.

Software Engineer

Freelance — 2017 – till date

- Developed scalable web solutions for industries like logistics and retail.
- Improved website responsiveness and usability, increasing customer satisfaction by 25%.
- Collaborated with clients to define project scope, ensuring timely delivery and exceeding expectations.

Education

Bachelor's Degree in Human Physiology

Benue State University, 2023

Certifications

- AWS Certified Solutions Architect (in progress)
- Google Analytics Certification
- React.js Developer Certificate
- Diploma in Web Development Certificate

Notable Achievements

- Built a PHP-based platform serving 3M+ daily users with 99.9% uptime.
- Improved an e-commerce site's conversion rate by 35% through UX enhancements and SEO optimization.
- Designed a logistics tracking system for 500+ clients, streamlining operations and reducing errors by 20%.
- Reduced page load times by 30% for high-traffic sites through optimized database queries and code refactoring.

Portfolio

View My Work:

🔗 <https://deechordsmusical.com>

🔗 <https://aktvtryb3.com> or <https://elem3nta1s.com>

🔗 <https://apworldstocks.com>

🔗 <https://gprotrade.com>

🔗 <https://stelinitiative.com>

🔗 <https://onishtech.com.ng>

🔗 <https://highestplaceassembly.com.ng>

🔗 <https://cargosline.com>

GitHub: <https://github.com/johnebah>