Martin Ndegwa Moche

WordPress Developer

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Profile Summary	Dynamic and innovative WordPress Developer with extensive experience in web design and development. Specializes in crafting top-tier, efficient websites with a focus on exceptional outcomes. Proficient in PHP, jQuery, Typescript, JavaScript, CSS, and the latest technologies like React, ensuring visually appealing, highly functional, and user-friendly websites. Known for thriving in results-driven environments and consistently exceeding expectations. Demonstrated expertise in delivering visually appealing, highly functional, and user-friendly websites, consistently surpassing project goals in 95% of cases.

Skills & Abilities

- WordPress
- JavaScript
- jQuery
- CSS & SCSS
- React
- Typescript
- JSX
- SEO Best Practices
- Communication Skills
- Website Deployment

- PHP
- MySQL
- Package Managers (Node& Composer)
- Version Control (Git)
- WordPress REST API
- UX/UI design principles
- API integrations
- Problem Solving
- Analytical Skills

Achievements

- ✓ Launched and optimized 30+ PHP WordPress websites using advanced SEO strategies and responsive design; boosted client satisfaction scores by 40% and increased user engagement metrics by 25%
- ✓ Created a custom PHP WordPress plugin that increased website functionality and user interaction, resulting in 100% increase in site traffic.
- ✓ Optimized website performance, reducing page load times by 36%, leading to improved SEO rankings and user experience.
- ✓ Led a team of developers in a project that delivered a complex e-commerce website within 8 weeks, under budget and ahead of schedule.
- ✓ Integrated third-party APIs to enhance website capabilities in social media feeds, and CRM systems.
- ✓ Earned exceptional client feedback for creating 10+ intuitive, high-performance websites, leading to a customer retention rate increase of 25% and referral rate boost of 30% within a year.

✓ Trained and mentored 8 junior developers, enhancing the overall skill level of the development team.

Experience	**Dates from Apr 2025 – To Present** *WordPress Developer, Fact Finders Pro · Remote* **Responsibilities and Achievements:** • Design and implement new features and functionality for WordPress websites, focusing on custom theme development. • Convert comprehensive layout and wireframes into working WordPress themes. • Develop and maintain custom WordPress themes and plugins. • Ensure high-performance and availability of the WordPress sites, including optimization for speed and scalability. • Manage all technical aspects of the WordPress Content Management System (CMS). • Collaborate with the design team to ensure the technical feasibility of UI/UX designs. • Optimize websites for maximum speed and scalability while ensuring compliance with WordPress coding standards and best practices. • Implement responsive design principles to ensure websites function optimally on various devices and screen sizes. • Perform regular security audits to identify any vulnerabilities and implement protective measures. **Dates from August 2019 – To Present (5 years)** *Senior WordPress Developer, NTS Computers Technology BV · Remote* **Responsibilities and Achievements:** ▪ Led the development of over 15 high-performance WordPress websites, enhancing user experience and achieving an average 50% increase in site traffic. ▪ Worked remotely from Kenya while collaborating closely with a Netherlands-based employer, ensuring smooth project communication and delivery. ▪ Oversaw the end-to-end migration of legacy PHP sites to WordPress, ensuring data integrity and improving site functionality.

- Spearheaded the integration of advanced third-party APIs, boosting site capabilities by 40%, including payment solutions, social media APIs, and CRMs.
- Developed custom plugins and themes to meet specific client needs, significantly improving website performance, scalability, and security.
- Collaborated with cross-functional teams to implement SEO strategies, resulting in a 35% improvement in organic search rankings.
- Optimized website performance by refining server configurations, improving page speed, and implementing caching strategies, reducing load time by 30%.
- Provided mentorship to junior developers, fostering a collaborative work environment and ensuring code quality and adherence to best practices.
- Managed projects using Git for version control, improving team collaboration and workflow efficiency.
- Key contributor in transitioning towards modern JavaScript frameworks like React.js for better UI components and user interactivity.

Dates from July 2012 – July 2019 (7 years)
WordPress Developer, NTS Computers Technology BV · Remote

Responsibilities and Achievements:

- Developed and maintained over 10 WordPress & PHP websites, ensuring high performance and responsiveness.
- Customize over 20 themes and plugins to meet client specifications and improve functionality.
- Implemented website enhancements, resulting in an increase in 40% user engagement.
- Ensured websites were mobile-friendly and cross-browser compatible.
- Seamlessly integrated third-party APIs, including product gateways and social media feeds, to expand website functionality. These enhancements led to a 30% increase in transaction efficiency and a 20% boost in user engagement through social media interactions.
- Managed version control using Git, ensuring efficient project collaboration and code management.

Dates from November 2010 – To May 2012 (1 year 7 months)
PHP Developer, SalesIn4 · Full-time

Responsibilities and Achievements:

- Developed and maintained custom 3 CRM PHP applications to support business operations and client requirements.
- Collaborated with cross-functional teams to design and implement new features and functionalities.

- Participated in the full software development lifecycle, from requirements gathering to deployment.
- Provided technical support and troubleshooting for existing CRM applications in 2 companies, ensuring minimal downtime and reliability.
- Assisted in the migration of legacy systems to modern PHP-based applications, ensuring data integrity and seamless transition.

Latest Project	**Dates from Dec 2024 – Feb2025** www.labelmepantry.com *WordPress WooCommerce website with an MPESA payment plugin* Label Me Pantry is an online store specializing in high quality uniform labels. The client needed a visually appealing, fast, and user-friendly eCommerce website on WordPress. Their goals included a seamless shopping experience, an easy-to-manage backend seamless MPESA payment and strong SEO optimization to attract more customers. **Challenges & Solutions:** - Custom Product Personalization: The client wanted customers to preview their labels before purchase. I built a dynamic customization feature that allows real-time previewing, ensuring a personalized shopping experience. - Performance Optimization: To improve site speed, I implemented caching, image optimization, and minimized scripts, reducing load times by 40%. - Scalability & Security: The site was developed with scalability in mind, featuring a secure checkout process and best security practices to protect customer data. - Mobile & SEO-Friendly: Ensured full mobile responsiveness and optimized the site for search engines to drive organic traffic. - M-Pesa Integration: Integrated M-Pesa as a payment option, ensuring fast, secure, and reliable transactions. **Dates from Feb 2025 – Present** www.blackbeaninteriors.co.ke ***Elegant Interior Design Ecommerce Store with MPESA Integration*** Blackbean Interiors (www.blackbeaninteriors.co.ke) is an interior design shop based in Nairobi, Kenya, offering bespoke furniture and decor solutions. The client requested an elegant, fast, and user-friendly eCommerce website built on

WordPress, with a focus on showcasing their products and seamless payment integration. Their goals included a smooth shopping experience, an easy-to-manage backend, and secure checkout options, including an M-Pesa payment feature.

Challenges & Solutions:

- Custom Product Display: The client wanted a visually striking product catalog with detailed descriptions and high-quality images. I designed custom product pages that highlight key features and allow users to request quotes directly.

- M-Pesa Integration: To cater to local customers, I integrated M-Pesa as a payment option, ensuring fast, secure, and reliable transactions.

- Performance Optimization: I implemented caching, image optimization, and minimized scripts, significantly reducing load times and enhancing user experience.

- Security & Scalability: The site was built with security best practices, ensuring customer data is protected, and the platform can scale as the business grows.

- Mobile & SEO-Friendly: I ensured full mobile responsiveness and optimized the site for search engines, improving organic traffic and visibility.

Education	**Jomo Kenyatta University of Agriculture and Technology**- – **Kenya** *Degree (Undergraduate) BSc. Computer Technology*
Professional Certifications	• *WordPress Developer Certification* • *React Developer Certification*
Interests	Participated in 3 events for the Standard Chartered Nairobi Marathon for the years 2019, 2022 and 2023. I also participated in the Heart Run marathon to help people with Heart conditions and complications.