

Martin Ndegwa Moche

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WordPress Developer

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Profile Summary	<p>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.</p> <p>Proficient in PHP, jQuery, Typescript, JavaScript, CSS, and the latest technologies like React, ensuring visually appealing, highly functional, and user-friendly websites.</p> <p>Known for thriving in results-driven environments and consistently exceeding expectations. Passionate about contributing to a team dedicated to excellence in web development.</p>		
Skills & Abilities	<table><tr><td data-bbox="435 850 945 1281"><ul style="list-style-type: none">• WordPress• JavaScript• jQuery• CSS & SCSS• React• Typescript• JSX• SEO Best Practices• Communication Skills• Website Deployment</td><td data-bbox="945 850 1421 1281"><ul style="list-style-type: none">• PHP• MySQL• Package Managers (Node& Composer)• Version Control (Git)• WordPress REST API• UX/UI design principles• API integrations• Problem Solving & Analytical Skills</td></tr></table>	<ul style="list-style-type: none">• WordPress• JavaScript• jQuery• CSS & SCSS• React• Typescript• JSX• SEO Best Practices• Communication Skills• Website Deployment	<ul style="list-style-type: none">• PHP• MySQL• Package Managers (Node& Composer)• Version Control (Git)• WordPress REST API• UX/UI design principles• API integrations• Problem Solving & Analytical Skills
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Achievements	<ul style="list-style-type: none">✓ Launched and optimized 30+ 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 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 junior developers, enhancing the overall skill level of the development team.		

Experience

Dates from July 2019 – To Present (5 years)

WordPress Developer, NTS Computers Technology BV · Full-time - 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.

Dates from July 2012 – July 2019 (7 years)

WordPress PHP Developer, Tradestar Kenya Limited · Full-time - Hybrid

Responsibilities and Achievements:

- Developed and maintained over 10 WordPress & PHP websites, ensuring high performance and responsiveness.
- Converting FIGMA to HTML involves translating a visual design from a FIGMA file into a responsive, semantic, and accessible HTML/CSS

	<p>structure, accurately recreating the design while ensuring cross-browser compatibility and performance optimization.</p> <ul style="list-style-type: none"> • Customized over 20 themes and plugins to meet client specifications and improve functionality. • Implemented website enhancements, resulting in 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.
Latest Project	<p>Dates from Dec 2024 – Feb 2025 www.labelmepantry.com</p> <p>Custom WordPress Development</p> <p>Label Me Pantry (www.labelmepantry.com) is an online store specializing in high-quality uniform labels. The client needed a visually appealing, fast, and user-friendly e-commerce website on WordPress. Their goals included a seamless shopping experience, an easy-to-manage backend, and strong SEO optimization to attract more customers.</p> <p>Challenges & Solutions:</p> <ul style="list-style-type: none"> • 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.

	<p>Results:</p> <p>The final website is fast, engaging, and easy to navigate. It has improved customer interaction, increased conversions, and streamlined management for the client.</p> <p>Dates from Dec 2024 – Mar 2025 www.blackbeaninteriors.co.ke</p> <p>Elegant Interior Design e-commerce Store with MPESA Integration</p> <p>Blackbean Interiors (www.blackbeaninteriors.co.ke) is an interior design shop based in Nairobi, Kenya, offering bespoke furniture and decor solutions. The client required an elegant, fast, and user-friendly e-commerce 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.</p> <p>Challenges & Solutions:</p> <ul style="list-style-type: none"> • 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. <p>Results:</p> <p>The final website is sleek, fast, and easy to navigate, providing an intuitive shopping experience. With M-Pesa integration, the checkout process is smooth for local customers. The site has boosted customer engagement, increased conversions, and simplified product management for the client.</p>
Education	<p>Jomo Kenyatta University of Agriculture and Technology- – Kenya</p> <ul style="list-style-type: none"> • <i>Degree (Under Graduate) BSc. Computer Technology</i>

**Professional
Certifications**

Udemy.com

- *WordPress Developer Certification*
- *React Developer Certification*