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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. Demonstrated expertise in delivering visually appealing, highly functional, and user-friendly websites, consistently surpassing project goals in 95% of cases.</p>	
Skills & Abilities	<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
Achievements	<ul style="list-style-type: none">✓ 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.	

	<ul style="list-style-type: none"> ✓ 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	<p>Dates from Apr 2025 – To Present WordPress Developer, Fact Finders Pro · Remote</p> <p>Responsibilities and Achievements:</p> <ul style="list-style-type: none"> ▪ 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. <p>Dates from August 2019 – To Present (5 years) Senior WordPress Developer, NTS Computers Technology BV · Remote</p> <p>Responsibilities and Achievements:</p> <ul style="list-style-type: none"> ▪ 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.

	<ul style="list-style-type: none"> Seamlessly integrated third-party APIs, including product gateways and social media feeds, to expand website functionality. Managed version control using Git, ensuring efficient project collaboration and code management. <p>Dates from November 2010 – To May 2012 (1 year 7 months) PHP Developer, SalesIn4 · Full-time</p> <p>Responsibilities and Achievements:</p> <ul style="list-style-type: none"> 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	<p>Dates from Dec 2024 – Feb2025 www.labelmepantry.com</p> <p><i>WordPress WooCommerce website with an MPESA payment plugin</i></p> <p>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.</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.
- **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 <i>Degree (Undergraduate) BSc. Computer Technology</i>
Professional Certifications	<ul style="list-style-type: none"> • <i>WordPress Developer Certification</i> • <i>React Developer Certification</i>
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.