



# TONY ATAYI

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DoB: 14/02/1963

Nationality: British



## PROFESSIONAL SUMMARY

Proficient and creative WordPress developer with a strong history in website management and development. Experienced in SEO and Social Media campaign creation. Expert in all aspects of WordPress website creation, including design, plug-ins, and implementation. Skilled in creating engaging and interactive websites. Excel at team projects and leadership. Detail-oriented and knowledgeable in various programming languages.



## EXPERIENCE

### WordPress Developer/Content Manager | Mall&All Limited, Accra

01/2018 – 09/2021

- Designed, developed, and deployed company WordPress site.
- Determined coding requirements for site creation, including e-commerce capability and security.
- Tested websites and performed user testing and troubleshooting prior to live deployment.
- Write coding using HTML and CSS.
- Tracked campaign results using Google Analytics and StatCounter.
- Design new features for corporate website.
- Conduct website content management, maintenance and updates - perform daily content updates, and other duties
- Edit images and content to fit within content management system templates.
- Maintain a consistent look and feel throughout all web properties.
- Copyedit and proofread all web content.

### New Media Developer | Travel Channel Limited, London

01/2001 – 12/2009

- Manage programming and scripting duties
- Create applications and dynamic content for internet users
- Integrate databases with web content management systems
- Administrate SEOs and related marketing programs
- Modify and manage web content for end users
- Manage documentation for usability and application solutions

- Managed comments from visitors, including private emails and comments posted on the site.
- Introduced new plug-ins and extensions to make the website more usable and interactive.
- Created content for blog and SEO purposes to help drive traffic to the site.
- Led social media campaigns, including writing posts and managing a team that made posts on a regular basis.
- Updated website as instructed by client to introduce new features and content.
- Ensured hardware and software worked properly without errors.
- Helped in the creation of new website features to update sites for new SEO rules.
- Developed broadcast and Internet solutions to maximize the channels content.
- Worked with marketing department to create targeted advertising strategies for key customer demographics.
- Developed contests and sweepstakes, including rules, contracts and revenue-generating strategies.
- Masterminded highly successful digital strategies for various platforms to attract customer engagement.
- Developed campaigns, led design and tracked results.



## EDUCATION

**HND in Computing | University of East London**

1999 - 2002

**Diploma Interpersonal Communication | Birkbeck University**

2006 -2007

**Diploma New Media Management | Birkbeck University**

2007 -2008



## SKILLS

- 15 years+ of extensive experience in creation, maintenance of quality websites and digital marketing
- Excellent ability to troubleshoot and work with clients to solve problems or find solutions to requests.
- Solid background in managing interactive elements of websites to create a fulfilling user experience based upon client guidelines.
- Superior skills in working with a team to create websites that will exceed customer expectations.
- Committed to providing secure websites that use the latest methods to protect against all types of threats.
- Hobbies and Interests
- Web Programming Technologies: HTML4/5/XHTML/DHTML, CSS2/3, PHP, IIS, SQL, and XML
- Web Authoring Software Tools: Dreamweaver, Visual Studio
- Graphic Design: Photoshop, and multimedia development tools
- Scripting Languages: JavaScript, React

- Ability to work well under pressure to meet hard deadlines and stay within budget while still being able to provide clients with exactly what they want.
- IPTV, Streaming Media, Digital Rights Management, Video Encoding/Capture.
- AJAX and push technologies
- WHM, CPANEL



## HOBBIES

Interests include Football, traveling and socialising.



## PORTFOLIO

<https://tonyatayi-dev.github.io/acebeauty/>

<https://tonyatayi-dev.github.io/bepros/>

<https://tonyatayi-dev.github.io/highmos/>

<https://tonyatayi-dev.github.io/collab/>