



ZACHARY KAI

Web Development & Design Specialist

CONTACT

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ABOUT ME

Hi! I'm Zachary Kai. I'm a Web Development & Design Specialist with 6+ years of experience working full time for an online family business where I managed the launch, design, development, maintenance, performance, and user experience across 9+ websites in many direct-to-consumer niches. I also build websites for fun and my side projects.

SKILLS

- ➔ Performance Optimization
- ➔ CMS Management
- ➔ Web & UX Design
- ➔ Web Development
- ➔ Conversion Optimization
- ➔ Strategy / Performance Tracking
- ➔ Graphic Design + Canva
- ➔ HTML + CSS + XML + PHP
- ➔ On-Page & Technical SEO
- ➔ Organizational Skills
- ➔ Research Skills
- ➔ Communication + Presentation
- ➔ Analytical Thinking
- ➔ Project & Time Management
- ➔ Collaborative + Adaptable

EXPERIENCE

DIGITAL OPERATIONS & WEB MANAGER

Online Family Business (2019-2025)

I started gaining experience in website management at 15 and have worked in the industry ever since. While homeschooling, I also took on part-time work for the family business, which involved web design and development, using WordPress, CMS management, strategy, and content optimization. Once I became of age, I began working full time, which I have done for the last six years. I became the digital operations and web manager, specializing in web design and development but also gaining cross-experience in SEO, social media, email newsletters, automation, UX design, and copywriting. As part of my responsibilities, I created strategy and implementation for website campaigns, and I collaborated on improvements and implemented them.

FOUNDER & WEB MANAGER

Road Less Read (2019-Present)

I founded Road Less Read, a book-focused website, in 2019. As part of this side project, I wrote, edited, published, optimized and marketed web content. I also performed CMS web design, development, strategy, optimization, and maintenance tasks.

FREELANCE WEB DESIGNER & DEVELOPER

Self-Employed (2023-Present)

As another side-project, and a self-employed freelance web designer and developer, I've created a SEO-optimized and well-researched site structure for 850+ articles from scratch, launched and designed two WordPress sites for satisfied clients, and helped a variety of customers with fixes for their websites.

CERTIFICATIONS

RESPONSIVE WEB DESIGN

freeCodeCamp | Apr 2025

TESTIMONIALS

"Zachary collaborated extremely well with his team, communicating effectively and showing initiative when required to make quick decisions. He follows instructions with accuracy and asks questions to clarify his understanding. Zachary shows enthusiasm for the work he does and completes task with care and precision."

— **Brendan Alderton, theatre director.**