

JAFARU HARUNA

Website Designer & Developer

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PROFESSIONAL SUMMARY

Results-driven Web Designer and Developer skilled in front-end design, back-end development and WordPress Content Management System with over five years' extensive experience creating website in line with SEO best practices. Proficient in managing websites, troubleshooting issues, and ensuring optimal website performance. I am comfortable and excel well working independently as well as collaborating with teams to achieve goals.

TOP SKILLS AND COMPETENCES

- **Full Stack Development:** Advanced knowledge of HTML, CSS, JavaScript, PHP, MYSQL in designing, developing and customising websites that are responsive, functional and scalable.
- **WordPress CMS:** Proficient in customisation of WordPress themes and designing responsive web pages using Elementor PRO page builder
- **SEO/Web Analytics:** Skilled in using Google Search Console. Integrating Website analytics to provide insights for effective website optimisation and performance tracking.
- **Communication:** Exceptional ability to convey information clearly and effectively, collaborate well with client and in a team environment.
- **Problem-Solving:** Skilled at troubleshooting website issues and swiftly implementing effective solutions to ensure optimal performance.
- **Website Hosting and Management:** Extensive experience setting up hosting servers and domain name registration to ensure optimal performance of the web platform

PROFESSIONAL EXPERIENCE

Volunteer Web Support Specialist (August, 2024 to present)

NTC International, www.nurturethechildren.org.uk, | Essex Cultural & Youth Society, www.ecys.org.uk

- Customised website pages leveraging on Elementor Page builder to ensure website is updated promptly in line with the organisation's activities, goals and objectives.
- Applied SEO techniques to optimise web pages for search engines, including keyword integration.
- Updated WordPress themes and plugins, integrated new plugins to improve functionalities
- Assisted in troubleshooting and resolving technical issues related to websites theme and plugins

WordPress Developer, Trail Alley Technology, www.trailalley.co (April, 2023 to May, 2024)

- Transformed client websites into fully responsive, high-quality WordPress pages, enhancing functionality and user experience using Elementor page builder.
- Partnered with the marketing team to align website design with brand and marketing objectives.
- Executed local and on-page SEO strategies, optimised page titles, images, and content structure.
- Derived insights from web analytics to drive improvements, boosting search visibility and rankings and optimised landing pages for conversions with integrated lead generation forms and strategic CTAs.

- Provided remote support for website maintenance and updates.
- Managed over 1000 products on the e-Commerce platform (www.dme-plusllc.com)
- Uploaded and updated product listings, including descriptions, images, pricing, inventory levels, and categorisation to ensure accuracy and appeal in product displays.
- Facilitated order fulfilment, tracked orders, and addressed customer inquiries about order statuses which led to a smooth purchasing experience.

Web Developer, Morning Star Supportive Services, www.morningstarsupportiveservices.com
(January, 2021 – February, 2023)

- Developed an online management system that effectively reduced paper work, streamlined and optimised the collection of data by 80% for the company staff.
- Designed, developed and implemented a seamless staff onboarding application process.
- Diagnosed and troubleshoot the platform for issues and provided remote support to staff where the need arises to ensure seamless use of the web application.
- Monitored and optimised website performance, page loading as well as effective use of Search Engine Optimization (SEO) strategies which led to 50% increase in traffic.
- Refreshed the website with marketing content, including banner ads and flyers, to enhance the online campaign and search visibility.

Lead Web Designer, Burujtech Solutions. www.burujtech.com.ng (October, 2018 to November, 2020)

- Worked closely with clients, stakeholders, and other team members to understand project requirements, gathered feedback, and ensured alignment with client business objectives.
- Translated design concepts into code using HTML, CSS, and JavaScript to build interactive and responsive web pages.
- Installation and customisation of WordPress themes and plugins to improve website functionalities. Managing and organising website content, including text, images, and multimedia elements, to ensure consistency and relevance and in line with web content accessibility guidelines.

EDUCATION

- Bachelor of Engineering, University of Benin
- O' Level Certificate equivalent to GCSE

COURSES & TRAINING

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| ▪ Web Analytics Future Learn | October, 2024 |
| ▪ UX Design LinkedIn | July, 2024 |
| ▪ SEO Foundations LinkedIn | June, 2024 |
| ▪ PHP Full Stack Web Developer Boot Camp. Udemy, Inc. | Dec, 2023 |
| ▪ Web Designer and Developer Course (Udemy Inc.) | December, 2023 |
| ▪ Front-end Design (Andela) | August, 2018 |