

Nwabufor John

Web Developer | Web Designer | SEO & Content Marketing Specialist

Lagos 10501

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Highly skilled and innovative web developer and digital marketing specialist with 5+ years of experience crafting responsive websites and designing user-centric interfaces.

I combine modern web development techniques with proven SEO and content marketing strategies to boost online visibility and drive organic growth.

Adept at transforming complex technical challenges into accessible, engaging digital experiences.

Core Competencies

- Web Development & Design: JavaScript, Python, React, Node.js, Vue.js, Django, Next.js, Tailwind CSS, WordPress, Responsive Design, UX Optimization
- SEO & Digital Marketing: On-page/off-page SEO, Google Analytics, Google Search Console, PPC Campaigns, Content Strategy, Backlinking

Willing to relocate: Anywhere

Work Experience

Web Developer, Web Designer & SEO Expert

The kaleidoscope Agency-California

March 2021 to Present

- Built dynamic web applications using React, JavaScript, WordPress, and Gatsby, resulting in a 35% boost in site speed and improved user retention.
- Implemented SEO best practices that increased search engine rankings and web traffic by an average of 20%.
- Collaborated with cross-functional teams to align design and development strategies with overall business objectives, enhancing project efficiency by 15%.

Web Developer & SEO Content Writer

Copy and post-California, MD

August 2023 to May 2024

- Developed responsive applications with a strong focus on user engagement and performance tracking, leading to a 30% increase in user interaction.
- Implemented and tracked marketing strategies using SEO and performance dashboards, contributing to a 25% improvement in conversion rates.
- Leveraged content marketing techniques to drive traffic to SAAS platforms, achieving a 20% rise in organic leads.

Web Development Program Instructor

Utiva Product School

May 2020 to December 2020

- Mentored students in developing Python/Django applications, preparing them for real-world scenarios and improving course completion rates by 40%.
- Delivered comprehensive instructional content on server-side programming and application deployment.

Web Developer and Digital Marketing Manager

Success Box Media

December 2018 to February 2019

- Created user-centric WordPress websites that improved UX and performance, resulting in a 30% increase in page views.
- Developed fresh, engaging, and optimized content tailored to target audiences, driving a 20% boost in overall engagement.

WordPress Web Developer and Content Writer

Society Watch Media

May 2016 to December 2017

- Designed and managed dynamic WordPress websites, ensuring high performance and responsive design.
- Regularly updated and maintained website content, optimizing for both user experience and SEO, which improved search rankings by 15%.

Education

Bachelors degrees in Software engineering

Miva Open university - Lagos

January 2024 to Present

Skills

- Content Marketing (3 years)
- Google analytics (5 years)
- Google Ads (5 years)
- Vue JS (4 years)
- Github (5 years)
- WordPress (5 years)
- Search engine optimization (4 years)
- React JS (3 years)
- Python/Django (3 years)
- HTML (5 years)
- CSS (4 years)
- JavaScript (4 years)

Languages

- English - Expert

Links

<https://udemezue.pages.dev>

Certifications and Licenses

Google Digital Skills

November 2018 to Present

Participated and completed in the Google Digital Skills for Africa program

Publications

Dev.to publication's

<https://dev.to/theudemezue>

May 2022

Published articles in basic Html CSS and JavaScript