



WD/ UI UX 5

Age: 28

City: Durban (wants to relocate to Gauteng)

Gender: Male

Ethnicity: African

He boasts 6 years of expertise as a Web Designer and is recognized as a Digital Specialist within the ever-evolving digital realm. Throughout his career journey, he has consistently spearheaded digital innovation and growth

initiatives, making significant contributions to the company's success across various domains such as advertising, cybersecurity, website, and app development. His roles have been instrumental in enhancing the company's visibility and digital presence, thereby reinforcing its reputation in the digital landscape.

Proficient in an array of languages and technologies, He is skilled in HTML, JavaScript, CSS, React, WordPress, and has proficiency in PHP for back-end adjustments. He is also adept in utilizing design tools such as Canva, GIMP, Adobe XD, Photoshop, Illustrator, InDesign, and After Effects, alongside jQuery, JavaScript Elementor, WordPress, and WebFlow.

His collaborative approach extends to working with programming teams, where he has gained hands-on development experience in HTML, JavaScript, CSS, and PHP for e-commerce site creation. He is well-versed in multi-channel marketing strategies, adeptly utilizing social media platforms to enhance website visibility. Notably, he has developed a proprietary tool for automated posting from websites to social media platforms using APIs, streamlining content sharing processes.

Utilizing Sigma for UI and UX, He brings expertise in site mapping, contributing to streamlined and user-friendly digital experiences.

Work History

Position: Digital Specialist

Duration: 2022 to Current

Company: Home and Lifestyle sector

Digital Advertising Strategy:

- Developed and executed comprehensive advertising campaigns across various platforms, including Google, Facebook, Instagram, LinkedIn, and TikTok.
- Utilized advanced digital advertising tools to create high-converting campaigns that significantly boosted company revenue by 5X within a single year.

Cybersecurity:

- Ensured the business's protection against potential cyber threats by implementing robust cybersecurity measures.
- Conducted regular assessments and audits to identify vulnerabilities and implement necessary safeguards.

Award-Winning App Development:

- Led the development of an award-winning mobile application, from concept to launch, enhancing the user experience and driving customer engagement.
- Collaborated with cross-functional teams to ensure seamless integration and timely delivery.

Responsive Website Development:

- Designed and developed user-friendly and responsive websites across the business.
- Implemented best practices in web development to optimize user experience and drive online visibility.

Online Brand Representation:

- Took charge of the business's online brand representation, ensuring consistency and a strong brand presence across various digital platforms.
- Developed strategies to enhance brand awareness and customer loyalty in the digital space.

Digital Advancements and Innovation:

- Collaborated closely with the CEO and stakeholders to stay abreast of the latest digital trends and advancements.
- Proactively recommended and implemented innovative digital solutions to drive business growth and improve operational efficiency.

Reason for leaving:

- He wants to relocate to Gauteng for a more serious career.

Position: Digital Marketing Manager

Duration: 2019 to 2022

Company: Automotive sector

- Devised and implemented result-oriented digital marketing strategies to optimize sales and conversions, utilizing data-driven insights for continuous improvement.
- SEO-focused Content Creation: Crafted compelling, keyword-optimized content, including meta descriptions and page titles, to improve Search Engine Rankings and enhance online visibility.
- Google Ads Campaigns: Managed optimized Google Ads campaigns, generating 700 weekly email inquiries and 350 calls, resulting in significant sales growth.
- Online Marketing Campaign Management: Oversaw various online marketing campaigns, including Search, Display, and Video advertising, driving relevant traffic to company websites.
- Performance Tracking and Reporting: Tracked key performance metrics, traffic behavior, and campaign performance using Google Analytics and Google AdWords, providing valuable insights to stakeholders.

Reason for leaving:

- He was offered a full-time job within a different company and closed his business and resigned from this company to start a fresh and focus on one role only.

Position: Owner / Digital Designer

Duration: 2015 to 2022

Company: Web Development and Digital services

Founding and Platform Development:

- Founded and led the establishment of True Web, a digital marketing platform dedicated to offering unique and innovative ad solutions to online publishers and advertisers.
- Developed a real-time bidding system that streamlined the process for advertisers to purchase advertising space on publisher sites, fostering seamless transactions and enhanced revenue opportunities.

User-Friendly Ad Display Implementation:

- Designed and implemented user-friendly tag code to efficiently run and display ads on various online publisher platforms.
- Ensured optimal performance and minimal disruptions to enhance the overall user experience.

Revenue Generation for Publishers:

- Pioneered strategies to enable online publishers to maximize revenue from their websites and apps.
- Created an ecosystem where publishers could effectively monetize their digital assets while maintaining a positive user experience.

Media Buying and Network Partnerships:

- Successfully engaged in media buying and established strategic partnerships with international advertising networks, facilitating a vast network of advertisers and publishers.
- Managed a staggering 50 million worldwide unique visitors daily from publisher websites and apps.

Cyber Security and Data Protection:

- Spearheaded comprehensive cyber security measures, ensuring the utmost protection of user data, ad content, and platform integrity.
- Implemented robust security protocols to safeguard against potential threats and unauthorized access.

ROI-Driven Advertising Solutions:

- Focused on providing advertisers on the platform with a strong return on investment through effective campaigns that yielded tangible results in terms of sales, leads, and brand exposure.
- Employed data analytics to continuously optimize ad campaigns for superior performance.

Reason for leaving:

- Running a business was not his forte and he wanted to get a full-time job in the sector, he had a client who gave him an opportunity to work for them full time while allowing him to continue with this business part time.

Position: Digital Sales (Associate)

Duration: 2014 to 2015

Company: Technology and Retail sectors

- Key Duties and Achievements: Product Research and Analysis: Identified and selected the best converting and high-performing products on Amazon, leveraging data-driven insights to maximize sales potential.
- Interactive HTML Banner Creation: Developed user-friendly and visually engaging interactive HTML banners to enhance user experience and attract higher click-through rates.
- CPC Campaign Marketing: Successfully promoted banners on various social media platforms through cost-per-click (CPC) campaigns, effectively driving targeted traffic to Amazon product listings.
- Traffic Tracking and User Behavior Analysis: Monitored pixels and user cookies from the generated traffic to gain valuable insights into buyer behavior, helping to refine marketing strategies and optimize conversions.
- Video Marketing Campaigns: Designed and executed video marketing campaigns tailored to specific Amazon products, leveraging visual storytelling to engage and convert potential customers effectively.
- Sales Generation and Revenue Growth: Achieved exceptional results, generating over R4.5 million in sales within remarkable 7-month period, showcasing a strong ability to drive revenue growth and surpass targets.

Reason for leaving:

- He wanted to do a self-study in the digital media and design space to make a career change.

Education

Grade 12. Old Mill High School, 2013.

Certifications:

- Double Click Campaign Manager
- Google Ads Fundamentals
- Google Ads Search
- Google Ads Display
- Google Ads Video
- Google ads shopping
- Google Analytics
- Google Partner

Top Skillz

Front End Web Development
Cyber Security and Data protection
HTML, CSS and JavaScript
Search Engine Optimization (SEO)
Google AdWords and Analytics
Social Media Marketing
Copywriting and Content Creation
PPC Campaign Traffic Analysis and Optimization
Programmatic Media Buying
Graphic Design
User Data Analysis and Insights
Customer Relations Marketing
Linux Administration
Innovative
Creative spirit
Reliable and professional

Organized
Time management
Problem solving
Team player
Fast learner

Salary

Before Deductions:	R 25 000.00
Salary Expectations:	R30 000 ideally

"Thank you for considering our applicant! To schedule an interview, please reach out to your Talent Acquisition Specialist."

