

Anderson Joseph *Frontend Developer | SEO Specialist*

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Summary

Frontend Web Developer with 3+ years in blending art of design with skill of programming to deliver engaging user experience through efficient website development, proactive feature optimization, and relentless debugging and SEO expert with 2+ years of experience in optimizing websites for search engines, generating organic traffic and improving online visibility. Looking to leverage my expertise in SEO strategy, keyword research and analysis to contribute to the success of a dynamic digital marketing team.

I am also a team player and ready to learn and in a fast-paced environment to bring satisfaction to his clients and the consumers of the products.

Skills

HTML & CSS

Javascript

Bootstrap

Git and Github

React Js

Problem Solving

SEO (*On-page, Offpage, Local and Technical*)

WordPress

WebFlow

Team Player

Tailwind CSS

Professional Experience

Benin City, Nigeria

SEO Specialist

Welup Digital

- I led initiatives to improve the search engine optimization (SEO) of our website which resulted in a 500% increase in organic website traffic and improved keyword rankings for 5 targeted keywords.
- I conducted comprehensive SEO audits to identify technical issues and optimize on-page elements, which improved user experience.
- I analyzed website performance using tools such as Google Analytics, Search Console, and SEMrush and made data-driven recommendations.
- I also developed and executed successful local SEO campaigns, like optimizing Google My Business.
- By creating SEO-friendly blog content, we saw a 55% increase in organic click-through rates and an over 1-minute increase in engagement time.
- Staying up to date with industry trends and algorithm changes, I adapted our SEO strategies accordingly.

Lagos, Nigeria

SEO Specialist

Book Tutors [🔗](#)

- I Spearheaded on-page optimization and content strategy for a platform connecting teachers and students for home tutoring services.
- Conducted in-depth keyword research and implemented strategic optimization tactics to improve search visibility.
- In just one month, I successfully pushed 5 important pages to the top of Google's search rankings for the targeted keywords. This achievement drove a notable increase in website traffic from people searching for tutoring services online.

- I Used various techniques to improve website structure, create quality content, and build backlinks to outperform competitors in search results.
- I Collaborated closely with the development team to ensure seamless execution of SEO best practices across the platform.

Benin City, Nigeria

Frontend Web Developer

Welup Digital

- Developed a fast and responsive website for the brand.
- Managed the website's backend to ensure timely responses to leads, responses, and recommendations.
- Improved design tools and processes for web developers and designers.
- Redesigned the website to provide a visually pleasing and user-friendly experience.
- Created websites for clients of the company as part of its services.

Benin City, Nigeria

Web Developer

Romanspage

- Developed an innovative HR skills education platform using React, Next.js, and JavaScript. Designed and implemented
- interactive user interfaces, student and teacher dashboard, optimized performance, and ensured seamless user
- experience. Integrated cutting-edge technologies to enhance learning outcomes. Demonstrated strong problem-solving
- skills and expertise in front-end development, collaboration using GitHub and Trello.

Benin City, Nigeria

Web Development Trainer

Edo State Skill Development Agency (EdoJobs)

The students underwent a two-month course on web development, where they were taught HTML, CSS, Javascript, and React. By the end of the course, they were able to create responsive, secure, and functional websites for various purposes. They also gained an understanding of various programming terminologies and learned how to use version control with Git and GitHub. Additionally, they were introduced to test-driven development using Jest and creating interfaces using Material UI and Chakra UI.

Benin City, Nigeria

Skills Trainer

International Organization for Migration (IOM) UN

Hired by IOM - UN Immigration as the lead trainer for ICT skills in a rural area, focusing on immigrants. Designed and delivered comprehensive training programs, empowering individuals with essential digital competencies. Demonstrated expertise in ICT training methodologies, curriculum development, and fostering inclusive learning environments. Under my tutelage, the students learnt basic ICT skills using Microsoft Office and also how to design flyers, banners and other basic graphic design using Photoshop in 2 months

Benin City, Nigeria

Web Developer Trainer

EdoBits

- Worked with the management as a interim web development teacher for the academy
- Taught the students HTML, CSS and Javascript.

Education

2020/12 – 2021/09

Benin City, Nigeria

Diploma, Web Development

Edobits ICT Academy

2021/01 – 2022/12

Benin city, Nigeria

Diploma, Computer Science

NABTEB

2022/09 – 2022/10 Benin City, Nigeria	Introduction to Front-End Development <i>Coursera</i> ↗
2022/10 – 2022/11 Benin City, Nigeria	Jobberman/First Bank Soft Skills Course <i>Coursera</i> ↗
2023/01 – 2023/03 Benin City, Nigeria	Introduction to Google SEO <i>Coursera</i> ↗
2023/04 – 2023/06 Benin City, Nigeria	Google SEO Fundamentals <i>Coursera</i> ↗
2023/04 – 2023/07 Benin City, Nigeria	Programming with JavaScript <i>Coursera</i> ↗
2023/05 – 2023/07 Benin City, Nigeria	JavaScript Algorithms and Data Structures <i>FreeCodeCamp</i> ↗
2023/08 – 2023/09 Benin City, Nigeria	Version Control <i>Coursera</i> ↗
2023/12 – 2024/01	Advanced Content and Social Tactics to Optimize SEO <i>Coursera</i> ↗