

Anderson Joseph

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WORK EXPERIENCE

Welup Digital

Benin City, Nigeria

SEO Specialist

Jan 2023 - Present

- Developed and executed comprehensive SEO strategies that boosted website traffic by 300%, resulting in a 15-fold increase in visibility across search engines, and enhancing user engagement metrics by 40%.
- Conducted extensive keyword research and competitive analysis, identifying over 200 high-value keywords that contributed to a 50% growth in organic search rankings within six months, leading to an increased click-through rate (CTR) of 25%.
- Created and published multiple blogs that ranked in the top 5 on Google search results, driving a 40% increase in organic traffic and generating over 20,000 monthly visitors within three months.
- Adapted strategies to stay aligned with industry trends and algorithm updates.

Full Stack Developer

Sep 2021 - Present

- Implemented responsive design principles across all platforms, achieving a mobile usability score of over 90%, which significantly boosted mobile visitor retention rates by more than 25%.
- Spearheaded ongoing maintenance and support for all client websites, resulting in a reduction of downtime incidents by 75% and an improvement in site speed metrics by up to 50%.
- Developed and optimized 10 dynamic client websites over a 3-year period, enhancing user engagement by 40% and increasing overall site traffic by 30% through effective SEO strategies.

PromptEarn

Nigeria

SEO Specialist

May 2024 - Oct 2024

- Spearheaded a comprehensive marketing campaign utilising email, social media, and affiliate marketing strategies, resulting in a 40% increase in affiliates over 8 weeks.
- Expanded affiliate network from 40,000 to over 93,000 partners, resulting in a 132% increase in referral traffic and contributing to a 45% uplift in overall sales revenue within 6 months.
- Optimised Google Core Web Vitals and PageSpeed scores across the website, achieving an average improvement of 35 points, which led to a 50% reduction in bounce rates and enhanced user engagement metrics by over 60%.
- Implemented advanced SEO strategies that increased organic search visibility from position #9 to the top #5 for key target keywords, leading to a surge of nearly 250% in monthly organic traffic within six months.

The Wealthy Post

United Kingdom

WordPress Developer

Dec 2023 - Mar 2024

- Revamped the company website utilizing advanced WordPress techniques, enhancing user engagement by 40% and increasing average session duration to 5 minutes by implementing a responsive design and intuitive navigation.
- Applied SEO strategies that elevated blog visibility on search engines, resulting in a 200% increase in organic traffic within three months and boosting page views from 10K to over 18K monthly.
- Optimized website performance through best practices in WordPress development, reducing loading time from 15 seconds to just 3 seconds, which improved overall user satisfaction scores by an impressive 60%.

Eng4Careers

United States of America

Wix Developer

May 2024 - Jul 2024

- Revamped the corporate website by utilizing Wix, implementing a streamlined UI/UX design that enhanced user navigation, resulting in a 40% increase in average session duration and a 30% reduction in bounce rates.

- Optimized page load times through adherence to Wix best practices, decreasing load speed from 7 seconds to an impressive 2.4 seconds, contributing to a 25% rise in overall site traffic within three months post-launch.
- Conducted comprehensive user testing and feedback sessions, leading to the identification of key navigational pain points; effectively addressed these issues, increasing customer satisfaction ratings by over 50%.

Book Tutors
SEO Specialist

Lagos, Nigeria
Feb 2023 - Nov 2023

- Conducted comprehensive keyword research to identify high-value opportunities tailored to the company's course offerings, uncovering over 150 targeted keywords
- Strategically optimized content across website pages by integrating relevant keywords, improving on-page SEO, and aligning with user search intent for each course topic.
- Achieved top 3 Google rankings for multiple pages covering the company's various courses, resulting in a 70% increase in organic traffic and a 35% rise in course sign-ups within six months.

LEADERSHIP EXPERIENCE

Kyrus Recycling
Lead Developer

Benin city, Edo state
Sep 2024 - Present

- Led a team of full-stack developers in designing and building a recycling web application that incentivizes users to recycle waste by offering monetary rewards.
- Oversaw project planning, development, and deployment, ensuring seamless collaboration and adherence to timelines.
- Delivered a fully functional application within three months, resulting in over 500 user sign-ups in the first month and contributing to increased environmental awareness and waste recycling efforts.

EdoJobs
Web Development Trainer

Benin City, Nigeria
Jan 2022 - Aug 2024

- Delivered in-depth training on HTML, CSS, and React to over 50 students, focusing on hands-on learning and real-world application.
- Guided students in building functional and responsive websites by applying industry best practices and modern development techniques.
- Achieved a 90% success rate, with students creating fully operational websites and advancing their web development careers within three months.

IOMUN
Skills Trainer

Benin City, Nigeria
Jan 2021 - Present

- Conducted ICT and graphic design training for underserved populations in rural areas, focusing on practical skills and digital empowerment.
- Empowered over 100 individuals with essential digital skills, leading to improved career opportunities and community development initiatives.
- Developed tailored training materials to address the specific needs of participants, ensuring accessibility and effective learning.

EDUCATION

Edobits ICT Academy
Diploma in Web Development

Benin city, Edo state
Graduation Date: Sep 2021

NABTEB
Diploma in Computer Science

Benin city, Edo state
Graduation Date: Apr 2022

SKILLS & INTERESTS

Skills:

Web Development: HTML, CSS, JavaScript, React, Tailwind CSS, Bootstrap, Git, GitHub,
WordPress, Webflow, Bubble, Wix, Framer; SEO: On-page, Off-page, Technical, Local SEO,
Keyword Research; Digital Marketing: Email Marketing, Campaign Strategy, Affiliate Marketing;
Tools: Google Analytics, SEMrush, Search Console

Interests: Astro web framework, Tree climbing, Traveling

AWARDS

Team Player of the Year 2022 Welup Digital Team Player of the Year 2023 Welup Digital