

BISMARK MENSAH ADJEI ANTWI

WordPress Website Design Specialist

+233577294479

mensahantwi0@gmail.com

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Kumasi - Ghana

SUMMARY

Innovative WordPress Website Designer with 5 years of experience in responsive design, site optimization, and performance analytics. Proven track record of enhancing user experience and boosting search engine visibility through strategic design and SEO best practices.

SKILLS

- WordPress website design
- WordPress management
- Website analytics
- Website optimization
- Website maintenance
- Attention to detail
- Team collaboration
- Effective communication
- Search engine optimization (SEO)
- Social media marketing
- Google Paid Ads

EXPERIENCE

Founder | Lynx Marketing Agency - Kumasi

06 / 2021 – Current

- Designed and developed responsive websites optimized for mobile and desktop platforms.
- Created custom WordPress themes for client websites.
- Met with clients to discuss website design and function, answering questions and concerns.
- Managed hosting services and domain names for client websites.
- Collaborated with graphic designers to create a visually appealing design for the website.
- Provided technical support to clients regarding their website's performance and maintenance issues.
- Conducted regular site maintenance, updates, and backups to ensure security and stability.

National Service | Global Dominion Shipping - Kumasi

10 / 2022 – 10 / 2023

- Optimized web pages for better search engine rankings.
- Implemented responsive design techniques to ensure a consistent user experience across all devices.

- Integrated and configured plugins to enhance site features, including SEO, security, and e-commerce capabilities.
- Managed website updates and maintenance to ensure optimal performance.

Website Designer | Ultimate Group of Companies - Kumasi

01 / 2020 – 09 / 2021

- Monitored website performance metrics such as page load speed, uptime, server resources usage. to ensure optimal performance of the site.
- Implemented SEO best practices to improve website visibility and performance.
- Created landing pages and conversion funnels to support marketing campaigns and lead generation.

Website Designer | Climax Consult - Accra

03 / 2019 – 01 / 2020

- Designed and developed custom WordPress themes and templates tailored to client branding and functionality needs.
- Monitored site traffic and user behavior using Google Analytics and Search Console to inform design improvements.
- Optimized website performance through image compression, caching, and code refinement to improve load times and user experience.

EDUCATION AND TRAINING

Bachelor of Science : Information Technology

Valley View University 2018 – 2022 | Kumasi

Certificate: Digital Marketing

Institute For Digital Marketing And Communication

01 / 2020 | Accra

Certificate: WordPress Website Design

Udemy

01 / 2019

CERTIFICATIONS

Bachelor of Science in Information Technology

Certificate in digital marketing

Certificate in WordPress website design

LANGUAGES

Twɪ : Native

English : Advanced (C1)

REFERENCES

Available upon request