Adam Roe

Wordpress Designer - 2005 - 2021

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EXPERIENCE

Freelance, Milton Keynes — *Wordpress Designer*

MONTH 2005 - PRESENT

- Designed, implemented and monitored web pages, plugins and functionality for continuous improvement.
- Provided ongoing efficiency and security maintenance and patching on website interface to maintain viability after launch.
- Optimized company's websites and main corporate blog to boost SEO traffic to sites.
- Implemented website maintenance, content management, update and security resource tutorials to assist end-user training.
- Conducted testing and review of website design for responsiveness, clarity and effectiveness.
- Oversaw technical issues and troubleshooting requests to resolve surfaced problems.
- Collaborated with Team members on project specifications, strategy and execution to build new WordPress pages and update existing ones.
- Developed and implemented SEO and AB testing strategies to improve effectiveness of marketing efforts.
- Installed required plugins and additional CSS to fit final design and functionality requirements.
- Responded to and corrected issues preventing business or customer use of site or features.

SOME PROJECTS

findemalocal — *findmealocal.co.uk*

Business listing website, I built this website in the wake of the coronavirus to help local businesses connect with their local audience. Transferred user SQL database via PHPmyadmin on theme change.

thefitnesshubolney — *thefitnesshubolney.co.uk*

Designed for the local gym I attend to help generate more clients, built using Wordpress/DIVI. Hosted on a VPS running cPanel.

LTPlumbing&Heating — *ltplumbingandheating.co.uk*

Built for a friend's plumbing business using Wordpress / VPS.

SKILLS

Wordpress Design.

Hosting, cPanel, WHM.

Basic Python.

AWS.

Site Speed Optimisation

SEO onsite/offsite

CERTIFICATES

AWS Cloud Practitioner - 2019

Linux Essentials - 2020

CompTIA Cloud Essentials - 2019

INTERESTS

IT, Web Design, Cloud Computing, Automation, Football, Socialising, Charity Work,