



# Esther Ayebaza

## WordPress Developer

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## Professional Summary

Results driven WordPress Developer with over four years of experience designing, developing, and optimizing high performance websites across multiple industries including travel, healthcare, NGOs, and service businesses. Skilled in WordPress theme customization, plugin integration, WooCommerce setup, SEO optimization, and website performance improvements. Experienced in managing full website lifecycles from development to deployment while working directly with clients to implement feedback and resolve technical issues. Proven ability to manage multiple projects, train interns, and deliver scalable digital solutions that improve user experience and online visibility.

## Technical Skills

- **Front End Development** : HTML5, CSS3, JavaScript, responsive web design
- **Hosting & Website Management**: cPanel, domain configuration, SSL setup, migrations, backups
- **SEO & Website Optimization**: On-page SEO, keyword optimization, XML sitemaps, Google Analytics, Google Search Console, Google Site Kit
- **Performance Optimization**: Caching setup, image optimization, speed improvement, malware protection
- **Content Management**: Website content updates, blog publishing, SEO blog optimization, social media content posting

## Experience

### WORDPRESS DEVELOPER

Jan 2025 – Present

#### Covwebs UK

- Deliver full-cycle website development for diverse clients, from initial concept to final sign-off, utilizing advanced page-building frameworks.
- Architect and design diverse service-based portals, including UK care services (e.g., mhecareservices.co.uk, newlifecare.co.uk, pacareservices.co.uk) and professional platforms like tecodrivingschool.com and bantuexplore.com.
- Manage project workflows with a focus on mobile-first responsiveness, intuitive UI/UX, and complex WooCommerce functionality.
- Execute SEO-focused content optimization and social media management for brand growth for projects like Lifecease.com.

## WEB DEVELOPER

Nov 2022 – Present

### Webstar Technologies

- Lead the development of diverse website portfolios—including tour/travel, service, mining, and NGO platforms- creating bespoke, high-performance layouts tailored to client requirements.
- Serve as the primary point of contact for clients, managing end-to-end communication, presenting design concepts, and performing real-time site debugging and updates to ensure high levels of client satisfaction.
- Drive site visibility by implementing comprehensive SEO strategies and managing technical integration via Google Search Console and Google Analytics.
- Mentor and lead junior developers and interns, providing technical guidance, assigning tasks, and ensuring team deliverables meet agency quality standards.

## FREELANCE WORDPRESS DEVELOPER

March 2023-March 2025

### Webwave Digital Services

- Developed custom WordPress websites with strong SEO and analytics integration.
- Ensured responsive layouts and accessibility compliance for a consistent experience on all devices.
- Modified features and plugins to meet unique client business requirements

## JUNIOR FRONT-END DEVELOPER

Feb 2022-August 2022

### Maalicard

- Utilized HTML, CSS, and JavaScript to build responsive page structures and troubleshoot cross-functional web issues.
- Conducted functional testing of the company's financial platforms via USSD and mobile applications to verify system reliability, transaction accuracy, and user experience.

## Selected Projects

- <https://mwesigwahealthcare.co.uk>
- <https://sprinktechug.com>
- <https://beyondlightfoundation.org>
- <https://hakwproperties.com>
- <https://pacareservices.co.uk>
- <https://feslug.com>
- <https://mhecareservices.co.uk>
- <https://agrodynamicszasco.com>

## Referees

### Linda Kamau

Co-founder and Managing Director at AkiraChix  
lkamau@akirachix.com

### Phionah Ayinembabazi

Web Developer- Webvator  
phionahayinembabazi@gmail.com

## Education

### Diploma in Information and Technology

AKIRACHIX: NAIROBI -KENYA | 2021