

RESUME OF GOPOLANG ESROM NGWENYA

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SUMMARY

I'm a versatile digital professional with a Bachelor's Degree in Information Technology from TUT, specializing in Web & Application Development. With a strong background in web design, graphic design, and SEO, I have successfully developed websites, crafted logos, flyers, and company profiles, and optimized websites to achieve top Google rankings. I'm now seeking new projects or job opportunities where I can bring impactful design and strategic online visibility to your brand.

WORK EXPERIENCE

FREELANCE WEB DESIGNER/DEVELOPER

Webz Multimedia Designs | OCTOBER 2018 – CURRENT

DUTIES:

- Designed and developed custom websites for clients in research, finance, aviation, and creative industries.
- Notable clients:
 - **SAAPAM** – Developed a website to keep members informed with the latest updates, while providing functionality to publish media statements, event details, and conference information.
 - **TNM Aviation** – Developed the company's website and implemented an organic search marketing strategy, resulting in a top #3 Google ranking for the search term 'aircraft interior refurbishment and other related keywords.'
 - **ILLUMINATE CONSULTANCY** - Developed a website to establish the company's online presence, enabling potential customers to discover their services for the first time.
 - **GenerationY** - Redesigned the website in alignment with client specifications, achieving 100% client satisfaction with the final result."
 - **PRESHMOJ** - Built an e-commerce site with WordPress, increasing online sales by 100%.
 - **ROCKFORCE** - Redesigned the company's website and implemented an organic search marketing strategy, resulting in a #1 Google ranking for the search term 'rock breaking chemicals, chemical demolition and other related keywords.'

ADMINISTRATION CLERK

SOUTH AFRICA POLICE SERVICE (FIREARM LICENSING AND SECOND-HAND GOODS | 23 JANUARY 2012 – 30 SEPTEMBER 2018

DUTIES:

- Provided administrative and clerical support services to the Firearm Licensing & Compliance department.
- Maintained a filing system and database using Microsoft Excel & Access.
- Compiled correspondence, reports and presentations using Microsoft Word & PowerPoint.
- Checked firearm related queries on the EFRS and Mainframe System.

WEB DEVELOPER & SEO SPECIALIST

FRENCHSIDE | 23 JANUARY 2012 – 30 SEPTEMBER 2018

DUTIES:

- Designed and developed responsive, user-friendly websites for Frenchside, aligning with branding and user experience standards.
- Developed and implemented effective search engine optimization (SEO) strategies, resulting in improved search engine rankings and increased website traffic.
- Conducted keyword research to identify high-value, high-traffic terms that enhanced organic search visibility and audience targeting.
- Prepared and analysed daily, weekly, and monthly SEO performance reports to guide ongoing optimization efforts and strategy adjustments.

WEB DESIGNER

RED DICE MARKETING | 25 AUGUST 2011 – 02 OCTOBER 2012

DUTIES:

- Collaborated with the Senior Marketing Manager to gather, define, and refine website project specifications and client requirements.
- Designed and developed custom websites for Red Dice Marketing and its clients, ensuring functionality, responsiveness, and brand consistency.
- Managed website deployment using FTP Commander and performed ongoing updates and maintenance to ensure optimal performance.
- Created a wide range of digital and print graphics—including logos, banners, and flyers—tailored to meet individual client branding and marketing needs.

JUNIOR WEB DEVELOPER

ACROTEK | 01 JUNE 2010 – 11 FEB 2013

DUTIES:

- Designed, developed, and maintained business websites for Acrotek and its clients using HTML, CSS, PHP, JavaScript, and MySQL, ensuring responsive design and optimal user experience.

- Implemented tailored search engine optimization (SEO) strategies to enhance search visibility and drive organic traffic to company websites.
- Utilized Google Search Console to monitor site performance, resolve technical issues, and optimize content—resulting in consistent top-three rankings in Google Search results.

EDUCATION

BACHELOR'S DEGREE: INFORMATION TECHNOLOGY

Tshwane University of Technology – (2007 – 2010)

NATIONAL DIPLOMA: INFORMATION TECHNOLOGY

Tshwane University of Technology – (2012-2013)

MATRIC

Saint Teresa High School – 2007

SKILLS

PROGRAMMING

HTML, CSS, JavaScript, REACT, NODE, PHP & MYSQL, JAVA, C#, ASP.NET

SOFTWARE PROFICIENCY

Adobe Photoshop, Dreamweaver, Illustrator, InDesign, Canva

CMS

WordPress

SEO TOOLS:

Google Analytics, Google Search Console, Yoast SEO, Google Ads.

REFERENCES

Available on request.