



Joel Wale Oke

Wordpress Developer

I'm a Web Developer skilled in building responsive, SEO-friendly websites using WordPress, HTML, CSS, and JavaScript. I specialize in developing custom themes, optimizing site performance, and helping businesses grow their online presence

Contact

 okejoelwale2002@gmail.com

 joetech.co.za/joel_wale/

Education

University Of Johannesburg

Diploma in Public Relations & Communication

2017 - 2020

Udemy (Online Learning Platform)

Web Development

2021

Skills

- **Web Development:**

HTML5, CSS3, JavaScript (DOM Manipulation, Events & Event Listeners), PHP for WordPress Customization, WordPress Development (Custom Themes, Plugins, Elementor), WooCommerce Development & Customization, REST API & JSON Integration

Work Experience

Freelance (January 2025 - Present)

Freelance WordPress & Front-End Developer

- Migrated client websites from outdated platforms to WordPress, ensuring smooth transitions with no data loss.
- Translated client goals into clear project roadmaps, handling requirements gathering, design, development, and deployment..
- Guided clients on website management best practices, empowering them to update and run their sites independently.
- Provided ongoing maintenance, troubleshooting, and performance optimization, ensuring sites remained fast, secure, and scalable.
- Built long-term client relationships, resulting in referrals and repeat projects, contributing to consistent freelance growth.
- Recognized by clients for clear communication and reliable project delivery, enhancing trust and professional reputation.
- Acted as both developer and consultant, advising clients on digital strategies and best practices for building their online presence.
- Deployed security measures such as firewalls, anti-spam filters, and backup systems to safeguard client websites.
- Handled end-to-end project lifecycles, from scoping and wireframing to deployment and post-launch support.

• Website Management

Staging & Hosting Management, Domain & DNS Configuration, Website Deployment & Maintenance, WP-CLI, cPanel & Server Management, Backup & Recovery Management

• Performance & Security

Site Optimization (Caching, Lazy Loading, Minification), SSL & Security Setup, CDN Integration (Cloudflare), Security Hardening (Firewall, Malware & Brute Force Protection), Performance Auditing (Lighthouse, GTmetrix)

• Design & User Experience

Responsive Web Design, Figma, Canva, UI/UX Design, Cross-Browser Compatibility, UI/UX Design, Adobe Illustrator, Adobe Photoshop, Principles, Elementor & Page Builder Customization, Accessibility (WCAG Compliance), Interaction Design & Microinteractions,

• E-Commerce & Business Solutions

WooCommerce Development, Payment Gateway Integration (PayPal, Stripe, etc.), Booking System Integration, Multi-Language & Multi-Currency Sites, Membership & Subscription Sites

• Optimization & Marketing

SEO Optimization (On-Page & Technical SEO), Google Analytics & Search Console, Conversion Rate Optimization (CRO), A/B Testing

Wape Prints (March 2023 - January 2025)

Senior Wordpress Developer

- Developed and maintained responsive websites using WordPress, Elementor Pro, HTML, CSS, and JavaScript.
- Built custom service request forms that allowed customers to choose and order printing services online.
- Integrated WooCommerce and secured payment gateways, enabling smooth e-commerce transactions
- Optimized website performance, SEO, and mobile responsiveness, improving search rankings and customer experience.
- Automated order and booking processes, reducing manual tasks for staff and increasing efficiency.

Key Achievements

- Increased online sales and bookings by digitizing the service request and purchase process.
- Supported Wape Prints' business growth by creating a scalable online platform.
- Improved customer satisfaction and brand credibility with a modern, user-friendly website.
- Boosted repeat business by setting up automated order confirmation emails, follow-ups, and customer reminders.
- Supported marketing campaigns by integrating social media and WhatsApp chat features directly into the site, increasing lead generation.

Eunivrse Agency (June 2021 - January 2023)

Wordpress Developer

- Translated design mockups and wireframes into responsive, high-performing websites using WordPress, Elementor Pro, HTML, CSS, and JavaScript.
- Collaborated with UI/UX designers, project managers, and digital marketers to deliver client-focused websites that aligned with brand identity.

• Tools & Platforms

Git/GitHub, API Testing (Postman), Project Management Tools (Trello, Jira, Notion), CRM Integrations (HubSpot, Mailchimp, Salesforce basics)

• Professional Skills

Problem-Solving & Debugging, Client Communication & Collaboration, Time Management & Project Delivery, Technical Documentation Writing

Reference

Will be provided upon request.

- Built and customized dynamic front-end components such as interactive landing pages, portfolios, and service pages to improve user engagement.
- Integrated third-party tools (APIs, CRM systems, and marketing plugins) into websites for enhanced client functionality.
- Conducted cross-browser and device testing to ensure a seamless user experience across all platforms.
- Maintained and updated client websites, ensuring scalability and security while meeting project deadlines.

Key Achievements

- Boosted client satisfaction with pixel-perfect, mobile-first designs that improved engagement and reduced bounce rates.
- Enhanced collaboration between design and development teams, ensuring projects were completed on time and exceeded client expectations.
- Reduced project turnaround time by streamlining front-end workflows and reusable Elementor templates.