

## Contact

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## Top Skills

Web Development & WordPress  
SEO & PPC Strategy  
UI/UX Design & Prototyping

## Certifications

Create Your Own Web Page  
Web Development  
Cloud Intro  
JavaScript  
Diploma in Python Programming

# Tonderai Chinya

SEO & Web Dev Specialist – I build sites that rank and convert.  
City of Cape Town, Western Cape, South Africa

## Summary

Web Developer | Digital Marketing Specialist | SEO & Ads Expert

I'm an enthusiastic Web Developer and Digital Marketer with 3+ years of experience designing and developing user-friendly, SEO-optimized websites and running effective online marketing campaigns. Skilled in WordPress, HTML, CSS, and JavaScript, I also specialize in Google Ads (Search & Display), Meta Ads (Facebook & Instagram), and other digital marketing strategies that help businesses grow their online presence and generate measurable results.

### # Highlights:

Increased organic traffic by 70%+ through SEO and website optimization.

Planned, executed, and managed Google Ads and Meta Ads campaigns, driving leads and conversions for clients.

Built responsive, high-performance websites aligned with client goals.

Developed and maintained a strong social media presence to engage target audiences.

Monitored campaign performance using web analytics, providing actionable insights to improve ROI.

I'm passionate about creating innovative digital solutions that combine web development and marketing to deliver real business impact. Whether it's boosting traffic, running ads, or enhancing your online presence, I'm ready to help your business grow.

Let's connect to discuss your next project or see some of my latest work.

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## Experience

### Comptech Engineering

#### Website Developer & SEO Specialist

September 2023 - Present (2 years 2 months)

Cape Town, Western Cape, South Africa

Developed and launched responsive websites using WordPress, HTML, CSS, and JavaScript, ensuring cross-browser and cross-platform compatibility while maintaining strong SEO foundations.

Improved website usability and engagement by designing intuitive, visually appealing, and user-friendly interfaces tailored to client goals.

Customized and optimized WordPress plug-ins to deliver advanced functionality and streamline digital marketing processes.

Implemented on-page SEO strategies to boost organic search visibility and drive measurable increases in website traffic.

Planned, executed, and managed Google Ads (Search & Display) and Meta Ads campaigns, increasing leads, conversions, and ROI.

Translated Adobe XD prototypes into fully functional websites, ensuring design accuracy, speed, and performance.

Maintained and enhanced websites with regular updates, monitoring, and optimizations to maximize reliability and user experience.

Developed and enforced consistent brand identity across web layouts, CSS frameworks, and digital marketing assets.

Built and managed social media presence across Facebook, Instagram, and other platforms to grow audience engagement and brand visibility.

Monitored and analyzed campaign performance using web analytics tools, providing actionable insights to refine marketing strategies.

Researched and applied emerging digital marketing trends and technologies, keeping campaigns competitive and aligned with best practices.

Collaborated with cross-functional teams — developers, designers, and marketers — to deliver cohesive digital solutions aligned with business objectives.

## The Social Effect

Junior Marketing Consultant

2021 - 2023 (2 years)

City of Cape Town, Western Cape, South Africa

Creative campaign development

Keyword research and campaign optimizations

Defining, ensuring and evaluating paid media KPI's

Over seeing and managing the overall budget for clients

Monthly reporting to clients and internal heads

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