

ASHLEY MZIKAYISE QHIMNGQOSHE

WEB DESIGNER & DEVELOPER

About me



I am website developer skilled in HTML, CSS, JavaScript (jQuery), as well as Digital Marketing. I'm a young, self-motivated and self-driven person who also has a passion for helping others grow. What makes me unique is the fact that I'm creative and persevere despite challenges, and I love what I do. My goal is to work within a company culture that demands high standards, values client's satisfaction and encourages growth. I value time, as time is of the essence.

INTERPERSONAL SKILLS

PROBLEM SOLVING



ADAPTABILITY



COLLABORATION



TIME MANAGEMENT



CRITICAL THINKING



RECEPTIVENESS



EDUCATION

2018 (6 months)

HTML, CSS & javascript & jQuery course

LIFE CHOICES CODING ACADEMY

(IN PARTNERSHIP WITH CODESPACE)

The Life Choices Academy is a full-time program which empowers youth from the Cape Flats with life, practical and professional development skills. We did intensive study of the following web development languages: HTML, CSS, jQuery, JavaScript and Sass. As part of our professional development, we had the opportunity to use online resources such as MOOCs, were taught Design Thinking and made use of resources for personal reflection, such as DISC profiles and SMART goal setting.

2018

Google Analytics Individual Qualification

GOOGLE ACADEMY

2011 - 2015

National Senior Certificate

OUDE MOLEN ACADEMY OF SCIENCE & TECHNOLOGY

PERSONAL ACHIEVEMENTS

2018

Co-founder of iKusasa Lethu

I am a co-founder of an organisation named iKusasa Lethu based in Khayelitsha. The organisation is mainly focused on the youth, tutoring at High Schools and running a book club in partnership with the local library.

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EXPERIENCE

2018

Infinipod
www.infinipod.com

INTERNSHIP

Responsibilities:

- Web development from scratch (using a CMS) which follows the principles of UI design and UX design.
- Ensuring websites are Search Engine Optimised, as well as device optimised.
- Dataset Analysis - using Google Analytics to make sure that targets are being met in terms of the digital marketing strategy. If targets are not being met, I am tasked to make adjustments to the web design to encourage, for example, a higher CTR (Click Through Rate) or a lower bounce rate, etc.
- Analyse client websites for monthly reporting using analytics and revenue KPIs.
- Social Media Marketing campaigns including content marketing, and email marketing.
- Creating and updating website content.
- On-site optimisation of website content.

- Researching potential link-building and partnership opportunities.
- Develop, test, deploy, and optimize themes and customizations on Wordpress as well as internal tools, utilizing knowledge of best practices.
- Debug performance issues both on the front end and on our server architecture.
- Support web optimization testing.
- Be the point of contact on any unexpected web-based system failures. Identify and address these failures in a timely manner.
- Research emerging technologies with the goal of applying these technologies to current and future projects.

2015-2016

2 Way Travel

TOUR GUIDE (PART-TIME)

- Responsibilities: Guiding tourists around Cape Town, exposing them to various cultural experiences and hiking routes.

CAREER OBJECTIVES

To work within a company culture that demands high standards, values client's satisfaction and encourages growth.

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I have more than a years experience in coding and digital design, and about 6 months experience with digital marketing. The benefits of my technical training and digital marketing exposure include problem solving skills, an understanding of people in the digital sphere – what motivates and engages them, as well as the ability to see 'the big picture'.



DIGITAL DESIGN SKILLS & EXPERIENCE



DIGITAL MARKETING SKILLS



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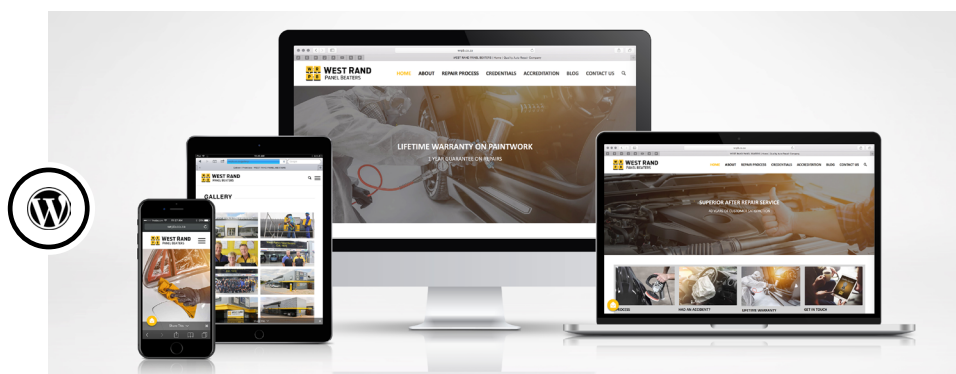
WEB DESIGNER & DEVELOPER

WEB DESIGN

WEST RAND PANEL BEATERS

WWW.WRPB.CO.ZA

Device optimized, Search Engine
Friendly website that aligns with the
Corporate Identity Manual.

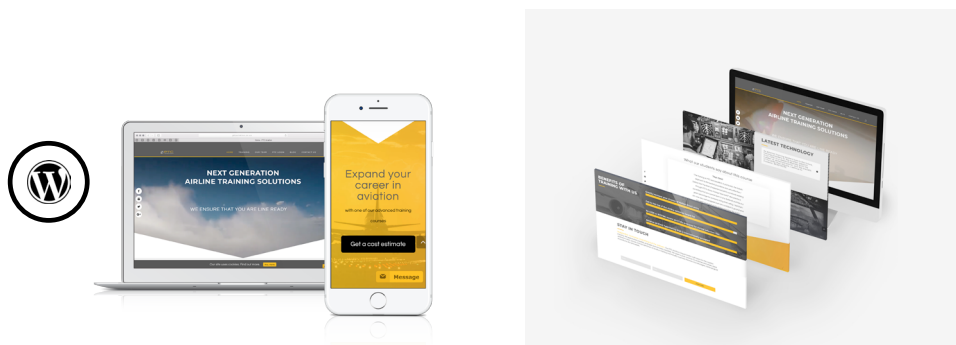


WEB DESIGN

PTC AVIATION

WWW.PTCAVIATION.CO.ZA

Device optimized, Search Engine
Friendly website that aligns with the
Corporate Identity Manual.

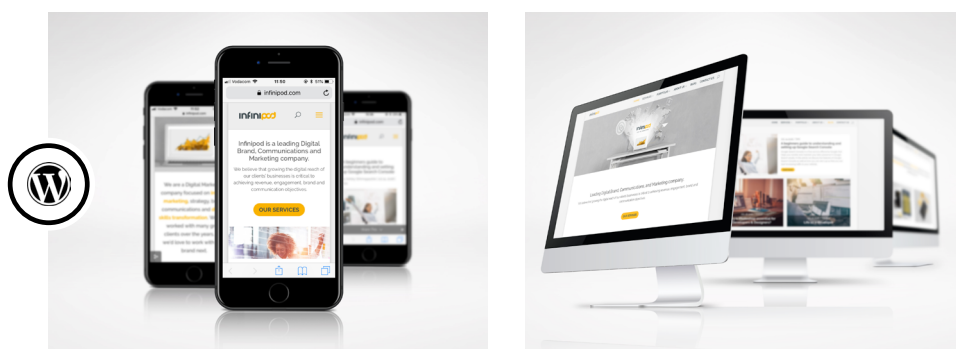


WEB DESIGN

INFINIPOD

WWW.INFINIPOD.COM

Device optimized, Search Engine
Friendly website that aligns with the
Corporate Identity Manual.

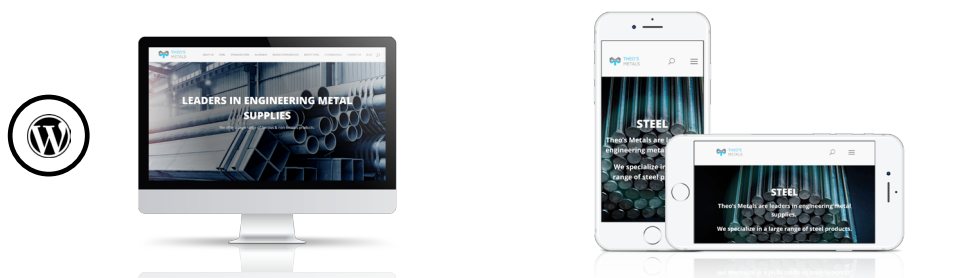


WEB DESIGN

THEO'S METALS

WWW.THEOSMETALS.COM

Device optimized, Search Engine
Friendly website that aligns with the
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WEB DESIGN

43 AIR SCHOOL

WWW.43AIRSCHOOL.COM

Device optimized, Search Engine
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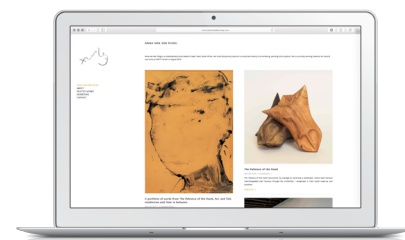


WEB DESIGN

ARTIST, ANNA VAN DER PLOEG

WWW.ANNAVANDERPLOEG.INFINIPOD.COM

Device optimized, Search Engine
Friendly website.



References

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067 033 7946

MICHAEL GATHERCOLE

CEO, 2 WAY TRAVEL

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