



RUWAYNE WILSON

**RADIO PRESENTER, UX DESIGNER,
DIGITAL MARKETER & WEB DEVELOPER.**



PROFILE INFO

I am an experienced professional seeking an opportunity to use my background in UX/UI Design & Web development, Marketing & the Music industry. I am dedicated and detail-oriented looking for an opportunity to expand my professional skill set and help your company grow.



WORK EXPERIENCE

Web Developer | SEO Consultant

Unibit Solutions

2022-Present

- Wordpress website maintenance(Back-ups, plugin updates & speed tests)
- Website Design
- Website Content Management (Wordpress, Shopify, Squarespace, Webflow etc.)
- Website Optimisation
- Responding to and troubleshooting all website issues.
- Optimise websites for SEO to enhance search engine rankings
- Implementing on-page SEO tactics such as optimising titles, meta tags, anchor text, etc.
- Generating regular reports on SEO performance and progress.
- Drive targeted and loyal website traffic through effective Link Building
- Google Tag Manager, GA4, Looker Studio & Search Console Setup
- Research keyword trends for enhanced SEO performance
- Analyse site analytics for data driven insights to identify high-traffic areas and optimise user engagement
- Research and implement search engine optimisation (SEO) recommendations
- Analyse competitor links for strategic insights
- Develop and execute link-building strategies for improved online visibility
- Edit Audio & Video Podcasts for clients

Radio Presenter, Marketing & News Anchor

Eden FM

2018 - 2021

- Presenter of the Afternoon Drive between 15:00 - 18:00 (Every Weekday)
- News Anchor & News Compiling
- Website Content Mangement
- Create, Edit and Post: Written, Video, and Photo Content Creation(Photoshop & Canva)
- Produce live social media content
- Conceptualise visuals based on requirements
- Create graphics for print and promotional items (Banners, Posters Invitations & Access Passes etc.)
- Manage Design Revisions to client requirements
- Audio Editing of Broadcasts for podcast platform or to be played On-Air
- Scheduling of programs & interviews on the Genesys system
- Researching and developing new ideas for projects and programmes
- Facilitate and Connect Satellite & Outside Broadcasts
- Extensive experience & exposure to Adobe Photoshop and Audition
- Assist in the organising of promotional events and traditional or digital campaigns and attend them to facilitate their success



MY SKILLS & EXPERTISE

- UI Design (UI)
- UX Design (UX)
- UX Research
- Usability Testing
- Mockup Creation
- Figma
- Adobe XD
- Wireframing
- Prototyping
- Git
- Version Control
- HTML
- CSS
- Javascript
- Bootstrap
- SEO & Marketing
- Photoshop
- Adobe Audition
- Google Analytics
- Google Search Console
- Google Looker Studio
- Video Editing



MY REFERENCES

Morne Petersen

Eden FM

Station Manager

082 471 6253

Robbie Corker

Unibit Solutions

Team Leader

062 293 0624



CONTACT



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CERTIFICATIONS

Google UX Design Professional Certificate

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Responsive Web Design in Adobe XD
- Design a User Experience for Social Good

Meta Front-End Developer Professional Certificate

- Introduction to Front-End Development
- Version Control
- HTML CSS in Depth
- Programming with JavaScript
- React Basics
- Advanced React
- Principles of UX/UI Design
- Front-End Developer Capstone
- Coding Interview Preparation

Google Digital Marketing

- Fundamentals of Digital Marketing

Hubspot Academy

- Social Media Marketing



LANGUAGE

- English
- Afrikaans