WISDOM EBINDA EGBA

WordPress Website Developer

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PROFESSIONAL SUMMARY

WordPress website developer and digital growth professional experienced in corporate website development, WooCommerce e-commerce, property websites, landing pages and ongoing site optimisation. Brings HTML, CSS, JavaScript and PHP knowledge alongside practical SEO and business requirements.

CORE SKILLS

WordPress, WooCommerce, Elementor, HTML, CSS, JavaScript, PHP, Website Development, Landing Pages, Responsive Design, SEO, CMS Management, Website Optimisation, E-commerce, Web Analytics

SELECTED CAREER ACHIEVEMENTS

- Built or improved WordPress websites, WooCommerce pages and conversion-focused landing pages.
- Delivered a corporate website and two related web applications for REBS Global Realty.
- Connected paid acquisition, conversion-focused pages and lead-management workflows across multiple organisations.

PROFESSIONAL EXPERIENCE

Digital Marketing & Technology Consultant

REBS Global Realty Limited | Lagos, Nigeria | Selected client engagement

- Designed and developed the corporate WordPress website and two supporting web applications: realtor referral registration and an investor sign-in portal.
- Connected real-estate property discovery with referral and user/investor registration experiences.
- Improved conversion pathways from property-interest pages into enquiries and realtor registrations.

Digital Marketing Consultant, Performance Marketing

Heritage Royal Homes | Lagos, Nigeria | Jan 2024 - Dec 2025

- Designed and developed a WordPress real-estate website with conversion-focused landing pages and enquiry flows.
- Improved lead capture through landing pages, on-site messaging and conversion-focused customer journeys.
- Applied SEO, competitor analysis and content planning to align property pages with buyer intent.

Digital Marketing Manager, Performance & Growth

MOB Integrated Services & Better Gas Energy Services | Lagos, Nigeria | Jan 2025 - Present

- Optimised WooCommerce pages, landing-page content and mobile conversion pathways for a cylinder-swap exchange model.
- Supported Better Gas e-commerce operations reporting approximately NGN 123.5M YTD gross sales and 7,551 orders by 27 Aug 2026.
- Applied landing-page optimisation, A/B testing and customer journey analysis to improve acquisition and transaction performance.

Digital Marketing Manager

Leadway Property Development & Interiors | Lagos, Nigeria | Jan 2024 - Jun 2024

- Maintained and improved the WordPress website's experience, structure and conversion pathways.
- Applied conversion-focused messaging and landing-page improvements to increase useful leads.
- Improved website visibility through keywords, technical site changes and search-focused content.

Digital Marketing Specialist, Remote

W & B Global Enterprises | Remote | Jul 2021 - Dec 2022

- Developed and improved landing pages, WordPress experiences and online store content.
- Used A/B testing and funnel optimisation to improve landing-page conversion.
- Executed SEO and PPC activities supporting search discoverability and customer acquisition.

Digital Marketing Strategist

Ultimus Holdings | Nigeria | Dec 2018 - Oct 2021

- Developed and optimised landing pages for a clearer search-to-lead experience.
- Improved organic traffic through keyword strategy, search-focused content and optimisation.

EDUCATION

Bachelor of Science (B.Sc.), Business Management - University of Calabar, Nigeria

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Certified Digital Marketer & Social Media Manager
- Certified WordPress Web Developer
- Web Development - HTML, CSS, JavaScript, PHP
- Marketing Tools: Automation - LinkedIn Learning, 2024