EBHOTA FOPEFOLUWA SANCHEZ

WordPress Developer (Elementor/Crocoblock/WooCommerce)

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PROFESSIONAL SUMMARY

WordPress developer with 7+ years of experience building conversion-focused websites using Elementor and Crocoblock (JetEngine/JetBooking), including WooCommerce implementations and Paystack payment integrations. Strong in landing pages, dynamic content structures, booking flows, and performance-minded delivery (speed, mobile responsiveness, and maintainability).

CORE SKILLS

WordPress: Elementor, Crocoblock (JetEngine, JetBooking), custom post types, dynamic listings
E-commerce/Payments: WooCommerce, Paystack checkout, product/service setup
Delivery: Landing pages, booking flows, forms, CMS-friendly editing, content hierarchy
Maintenance: Updates, backups, basic hardening, troubleshooting, QA
Hosting/DNS: Namecheap/cPanel workflows, migrations, SSL, performance hygiene
Bonus: Comfortable implementing UI in React when projects require custom frontend

SELECTED PROJECTS (FREELANCE)

[PickARide](#): Car hire website with booking and payments

Stack: WordPress, Elementor, Crocoblock, JetBooking, WooCommerce, Paystack

- Implemented a booking flow with availability rules and streamlined WooCommerce checkout with Paystack payments.
- Configured WooCommerce structure for services/products and delivered mobile-first pages with admin-friendly management.

[Cuiktrade](#): Landing pages with live crypto rates

Stack: WordPress, Elementor, JetEngine, CoinGecko API, Namecheap hosting

- Delivered a 3-page marketing site and implemented live crypto price modules via CoinGecko API.
- Configured JetEngine-driven sections for easier content updates and consistent presentation.

ADDITIONAL WEB WORK

[PayGridFX](#): Currency rates landing page

Stack: React, CSS, FloatRates API, Netlify

- Built a lightweight one-page site with live currency rates via FloatRates API.

[StaySeries](#) / [Resentica](#): Product UI delivery (selected modules)

Stack: React, TypeScript, CSS

- Delivered responsive UI modules and integrated REST APIs as part of client product builds.

WORK EXPERIENCE

Cerebre Media Africa, Ikeja, Lagos

Senior Web Developer / Team Lead (Design & Development) | Feb 2019 - Apr 2025

- Led design-to-development delivery for multiple client websites; coordinated content updates, QA, and releases across teams.

- Built and maintained responsive sites and reusable page sections; improved consistency and delivery speed across brands.
- Worked with marketing on analytics-informed UX and SEO improvements through structure, content updates, and performance fixes.
- Maintained site health through updates, backups, and basic vulnerability checks; supported incident-prevention practices.

Selected Highlights:

- Reduced bounce rate from ~50–70% to ~20% on a client website through UX and performance improvements.
- Delivered a website recognized through a CSS design award nomination (details available on request).
- Volunteered (CSR) to develop and manage an NGO website.

Kartel (Remote)

Web Developer & Designer | Jul 2023 - Jul 2025

- Revamped the website into a clean, minimal layout without losing key information; improved navigation and readability.
- Designed and built landing pages for campaigns, ensuring mobile responsiveness and clear conversion paths.
- Handled ongoing site management: content updates, page/post maintenance, and basic security upkeep.
- Reduced bounce rate by 40.32% through layout restructuring, content hierarchy, and performance cleanups (internal reporting).

Homwere (Remote)

Product Designer & Frontend Developer (React) | Jan 2022 - Jun 2022

- Owned UI/UX design and implemented marketing pages (React/CSS) for a crypto product entering market.
- Produced supporting assets (mobile UI concept and whitepaper layout/visuals) to help communicate value to early users/investors.

EDUCATION & CERTIFICATIONS

CS50 (Harvard / edX) — In progress
HND, Computer Science — Yaba College of Technology — In view
OND, Computer Science — Yaba College of Technology — 2016 (Second Class)

LANGUAGES

English (Fluent) • Yoruba (Fluent) • Spanish (Intermediate)