


# SIFISO NGWENYA

WEB & GRAPHIC DESIGNER

063 164 8719 

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www.sifiso.online 

## ABOUT ME

Results-driven Web Developer with over 2+ years of experience in building, customizing, and optimizing web applications and e-commerce platforms. Skilled in WordPress development, frontend technologies, and digital marketing integrations. Proven ability to improve website performance, automate processes, and drive business growth through technical and marketing solutions.

## EDUCATION

2021	<b>Intro to Web &amp; Graphic Design</b>
Boston City Campus & Business College	Acquired foundational skills in web development and graphic design, including HTML/CSS basics, Adobe Photoshop, Dreamweaver, and digital content creation for web and print.
2018	<b>Grade 12</b>
Thuto Ke Maatla Comprehensive School	

## EXPERIENCE BREAKDOWN

### WordPress Developer (Chavda International)

March 2023 – September 2025

- Designed, developed, and maintained custom web applications using PHP, JavaScript, HTML, and CSS
- Built responsive, mobile-friendly user interfaces using modern frontend practices
- Customized WordPress themes and plugins to deliver advanced functionality including dynamic forms, QR-coded invoices, and API integrations
- Automated product updates and inventory management using XML and CSV processing, improving efficiency
- Optimized Linux servers, MySQL databases, and Redis caching to enhance performance and reduce downtime
- Managed website maintenance including backups, updates, and troubleshooting plugin conflicts
- Integrated tracking systems including Google Analytics, Facebook Pixel, and Microsoft Ads for campaign performance
- Executed email marketing campaigns using Mailchimp and Everlytic to improve customer engagement
- Designed landing pages and digital assets aligned with marketing campaigns

## ADDITIONAL INFORMATION

- Languages: Xitsonga, English, IsiZulu, Sepedi
- Driver's License: Code C1

## CORE SKILLS

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### Frontend Development

HTML5, CSS3, JavaScript, Bootstrap, Responsive Design

### CMS & E-Commerce

HTML5, CSS3, JavaScript, Bootstrap, Responsive Design

### Marketing & Analytics

Google Ads, Meta Ads, Microsoft Ads, Google Analytics, Facebook Pixel

### Tools & Platforms

Photoshop, Excel (Intermediate), Canva, Affinity, Mailchimp, Everlytic, AI Tools, Outlook, Word, PowerPoint

## PORTFOLIO WEBSITE

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- [www.sifiso.online](http://www.sifiso.online)

## REFERENCES

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Available upon request