



ROBERTA CERAMI

SENIOR WEB DEVELOPER &
SEO SPECIALIST

CONTACT

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WEBSITE:

[HTTPS://SEOHELPMARKETING.COM/](https://seohelpmarketing.com/)

PROFILE

Advanced web developer with over 20 years of experience in structuring, developing and implementing interactive websites. Innovative use of technology and SEO to drive traffic and engage users. Able to complete projects efficiently and satisfy customers with attractive, user-friendly websites.

EXPERIENCE

WEB DEVELOPER & SEO SPECIALIST

KLAS | AUG 2019 - PRESENT

- Designing and building the website front-end.
- Creating the website architecture.
- Designing and managing the website back-end including database and server integration.
- Conducting website performance tests.
- Troubleshooting content issues.
- Monitoring the performance of the live website.
- Using Wordpress, customise plugins and themes.

WEB DEVELOPER

DEZYNAMITE | JUL 2018 - AUG 2019

- Modifying and extending open source applications like CMS Made Simple, Wordpress, Joomla, Magento and SugarCRM , MailChimp, XHTML, CSS and JavaScript.
- Developing and creating PHP MySQL applications as per the specifications
- Performing the responsibilities of implementing and hosting of systems on a web server
- Coordinating with team members in developing database structure

MANAGER OF BUSINESS DEVELOPMENT

EHOSTWORLD | AUG 2017 - JUL 2018

WEBMASTER WORDPRESS

PINKOFIT | MAR 2017 - AUG 2017

- Developed a social media strategy to increase the following of the company website
- Spearheaded a viral campaign for one of the company's new products

SENIOR PHP DEVELOPER

EASYSCHOOL | DEC 2011 - AUG 2016

BUSINESS DEVELOPMENT MANAGER

TOP SYSTEM | FEB 2007 - AUG 2016

EDUCATION

GOOGLE DIGITAL MARKETING & E-COMMERCE

DUBLIN | 2023

GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE

DUBLIN | 2021

MASTER IN WEB & DIGITAL MARKETING, WEB & DIGITAL MARKETING

VERONA | 2016

BACHELOR'S DEGREE IN IT ENGINEERING

UNIVERSITY OF CATANIA | 2003 - 2007

SKILLS

- PHP/MYSQL/CSS/AJAX
- SEO and Google Analytics
- Social media strategy
- Wordpress
- CSS3, JavaScript, HTML5, and jQuery
- GIT