

## GOODNESS ALLEN ANKRAH

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Portfolio: <https://allenankrah.com>

### SUMMARY

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A dedicated and skilled Web Designer and Developer with a track record of developing and managing web applications using best practices. Adept at developing and designing user-friendly websites. Skilled in responsive design, SEO optimization, and integrating third-party services to enhance functionality resulting in significant business growth for clients. Currently pursuing my degree at Ghana Communications Technology University. Beyond my academic pursuits, I am actively engaged in real-world applications, applying my knowledge to hands-on projects.

### SKILLS

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- Proficiency in HTML, CSS, JavaScript, and PHP
- Ability to create wireframes and prototypes
- Familiarity with third-party services and API integration
- Website performance monitoring and analytics
- Knowledge of UI principles and practices
- Familiarity with CMS platforms (WordPress)
- Experience with Woocommerce
- Experience with version control systems (Git)
- Strong knowledge on SEO principles and accessibility guidelines
- Troubleshooting and Debugging
- Ability to work in a team and collaborate effectively
- Understanding of web accessibility standards
- Strong problem-solving skills
- Strong verbal and communication skills
- Attention to details

## Work EXPERIENCE

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### WordPress Developer and Designer

05/2024 – Present

Box Breaker Global | Accra, Ghana

- Build responsive WordPress websites from scratch, ensuring optimal performance and cross-browser compatibility.
- Customize existing WordPress themes and plugins to align with specific client requirements and branding guidelines.
- Develop custom widgets, short codes, and plugins to enhance site functionality and meet unique project needs.
- Perform routine site maintenance tasks, including backups, updates, and security enhancements to ensure site stability and reliability.
- Collaborate with designers and project managers to translate client goals into actionable development plans.
- Assist in troubleshooting and resolving technical issues related to websites, plugins, and integrations.
- Implement SEO best practices, including on-page optimization, keyword research, and content strategy, to improve organic search rankings and drive traffic.
- Integrate payment gateways and donation platforms to facilitate online transactions.

## **Web Developer and Designer**

12/2023 - 03/2024

Word of Light Chapel Int. | Takoradi, Ghana

- Built responsive WordPress websites from scratch, ensuring cross-browser compatibility.
- Customized existing themes and plugins to meet specific client requirements.
- Developed custom widgets and short codes to extend site functionality.
- Performed regular site maintenance, backups, and updates.
- Assisted in troubleshooting and resolving technical issues.
- Integrated payments gateways to accept online tithes, offerings, and charitable contributions.

## **WordPress Developer And Web Designer**

08/2023 - 03/2024

Zuriel Academy | Accra, Ghana

- Designed and implemented custom WordPress themes and plugins matching client's needs.
- Improved website performance by optimizing code and utilizing caching mechanisms.
- Tested websites for compatibility across multiple browsers and devices, ensuring a consistent user experience and reducing website loading time.
- Conducted website audits and provided recommendations for SEO improvements.
- Updated websites to ensure compatibility with the latest WordPress version.
- Trained client on content management and provided ongoing technical support.
- Improved user experience by optimizing navigation and implementing interactive features, increasing user satisfaction.

## **Web Developer and Designer**

08/2022 - 11/2023

Auntie Helen's Reading Center| Accra, Ghana

- Designed and developed a responsive website for a client, resulting in a 30% increase in website traffic and a 20% increase in conversion rates.
- Integrated third-party service and APIs like Zoom into the website, enhancing functionality and enabling seamless integration with external platform, resulting in increase in customer satisfaction.
- Perform routine site maintenance tasks, including backups, updates, and security enhancements to ensure site stability and reliability.
- Implemented SEO best practices and optimized website content, resulting in a 40% increase in organic search traffic and a top ranking on Google search results.
- Optimized website performance by reducing page load times, increasing user engagement from 20% to 54%.
- Created and maintained constant communication and a healthy working relationship with client.

## EDUCATION

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### GHANA COMMUNICATIONS TECHNOLOGY UNIVERSITY | ACCRA, GHANA

2022 - 2025

I am currently working towards my Bachelor of Science degree in computer science at Ghana Communication Technology University.

## PORTFOLIO

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### Current Projects

#### E-commerce Platform: Gas Cylinder Refill Service

**Project Description:** Developed a custom WooCommerce web application enabling users to order gas cylinder refills online.

- **Payment Gateway Integration:** Seamlessly integrated multiple payment gateways, ensuring secure and diverse payment options for users.
- **Product Page Customization:** Enhanced product pages with user-friendly interfaces and detailed product information to improve the overall shopping experience.
- **User Roles and Access:** Implemented custom user roles to manage permissions and content access, ensuring a personalized experience for different user types.
- **Responsive Design:** Ensured the application is fully responsive and optimized for all devices, providing a seamless experience across desktops, tablets, and mobile phones.

For more projects, please visit my portfolio <https://allenankrah.com/web-development-and-design/>.