



Contact



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Education

Bachelor Science
(Computer Science and
Physics)

University of Zimbabwe

2002 - 2005

Language

English

Hilton Chideya

Web Developer / Digital Solutions Expert

Professional Summary

Web Developer & Digital Solutions Expert with 6+ years of experience building, optimizing, and managing websites and e-commerce platforms. Skilled in front-end development (HTML5, CSS3, JavaScript) and WordPress (Divi, Elementor), with a strong background in UI/UX design, SEO, and digital marketing.

Experienced in full project cycles—from concept and design to development, launch, and performance tracking. Adept at problem-solving, debugging, and integrating third-party tools to enhance functionality. Passionate about creating fast, responsive, and user-friendly websites that align with business goals.

Core Skills:

- Web Development: WordPress, WooCommerce, Shopify, Joomla
- Design & Branding: Adobe Creative Suite (Photoshop, Illustrator), Canva
- Digital Marketing: SEO, Google Analytics, Social Media Management
- Collaboration & Leadership: Team mentoring, client communication, project coordination

Open to roles in web development, digital marketing, or hybrid positions, with flexibility for remote, freelance, or full-time work.

Skills

- HTML5 | CSS3 | JavaScript | Responsive Web Design
- API Integrations | RESTful APIs | Third-Party System Integration
- Branding: Logo design, business cards, print/digital collateral
- Strategy: Digital marketing campaigns, social media scheduling, emails
- WordPress (Divi, Elementor) | WooCommerce | Shopify | Joomla
- PPC & Ads: Google AdWords, AdSense campaigns
- Client-facing communication (stakeholder feedback, proposal briefing)
- Adobe Photoshop/ Indesign / After Effects/ Canva
- E-commerce Development | Payment Gateway Integration
- Collaboration: Cross-functional teamwork (design, marketing, commercial)
- Analytics: Google Analytics 4, conversion tracking, funnel optimization

Certifications

- Certified, Google Analytics 4, Google - July 2025 - July 2026
- Certified, Campaign manager 360, Google - July 2025 - July 2026
- Certified, AI-Powered Performance Ads, Google - July 2025 - July 2026
- Certified, Google Ads Display, Google - July 2025 - July 2026

WORK HISTORY

August 2022 - June 2025

Ktrio Consultancy - Web Development Manager, Leeds, United Kingdom (Remote)

- Developed and optimized responsive WordPress websites using Divi and Elementor, ensuring seamless user experience across all devices.
- Managed Woo,Commerce e-commerce platforms, enhancing functionality and streamlining online purchasing workflows.
- Implemented and managed SEO strategies, boosting organic visibility and driving high-converting traffic.
- Oversaw hosting environments and database administration, ensuring scalability, speed, and robust security.
- Designed marketing and branding assets using Adobe Creative Suite for digital and print campaigns.
- Led digital marketing strategy projects for startups, including social media campaigns, email marketing, and blog content creation, driving engagement and brand awareness.
- Created and scheduled social media posts across multiple platforms to ensure consistent brand messaging and audience engagement.
- Managed social media accounts and performance analytics to optimize content strategy.
- Collaborated with cross-functional teams to align web development projects with commercial goals and customer experience improvements.
- Provided technical leadership, troubleshooting, and best practice guidance for ongoing website maintenance and performance optimization.
- Optimized web applications for speed, scalability and security.
- Completed full redesigns of existing websites to improve navigation, enhance visuals and strengthen search engine rankings.

July 2020 - June 2022

Web Partner - Web Developer, Cape Town, South Africa

- Developed and maintained WordPress websites using Divi and Elementor, ensuring functional and visually engaging designs.
- Designed and customized Divi layouts and functionality, optimizing performance and user experience.
- Created and edited websites using Elementor, implementing responsive design principles for mobile-first experiences.
- Performed onsite SEO optimization to improve search engine visibility and rankings.
- Edited and maintained WooCommerce stores, enhancing e-commerce capabilities and user flows.
- Built and customized Joomla websites, adapting templates to meet client-specific requirements.
- Developed dynamic and interactive websites to increase user engagement and conversion rates.
- Created site-specific interfaces for navigation, data management, and e-commerce functionality.
- Conducted cross-browser and cross-device testing to ensure consistency, usability, and accessibility.
- Streamlined user experience by implementing modern UI/UX design strategies and responsive web design best practices.

December 2018 to May 2020

Photofinish - Graphic Designer/Customer Services, **Cape Town, South Africa**

- Created and refined design concepts for client approval, incorporating feedback to deliver high-quality final products.
- Utilized Adobe Illustrator, InDesign, and CorelDRAW to produce unique, visually appealing graphics and layouts for print and digital media.
- Pioneered innovative design strategies focused on enhancing customer satisfaction and brand consistency.
- Created digital image files for use in digital and traditional printing methods.
- Managed multiple projects simultaneously, ensuring timely completion of deliverables while maintaining high-quality standards.

December 2015 - June 2018

Design@7 Visual Works Ltd - Web Developer, **Harare, Zimbabwe**

- Coded websites using HTML, CSS, JavaScript, and Query languages.
- Enhanced user experience by implementing responsive web design and optimizing website performance.
- Developed custom web applications, resulting in tailored solutions for client needs.
- Planned website development, converting mockups into usable web presence with HTML, JavaScript
- Adhered to SEO best practices while designing sites.
- Migrated websites to new hosting platforms to minimize downtime and maintain seamless user experiences.

January 2013 - September 2015

Process Solutions Ltd - Graphic Designer / Copy and Print Associate, **Harare, Zimbabwe**

- Developed creative design for print materials, brochures, banners, and signs.
 - : Conceptualized creative designs for print materials, banners, and signs.
 - Improved client satisfaction by creating visually appealing and impactful graphic designs for various marketing materials.
- Implemented feedback and suggestions from clients to improve designs.

February 2009 - June 2011

WuThando Media - Web Development Trainee, **Harare, Zimbabwe**

- Effectively communicated with non-technical team members to ensure accurate implementation of design elements and functional requirements.
- Developed innovative solutions to complex problems, utilizing critical thinking skills and creativity in the web development process.
- Developed user-friendly websites by implementing responsive web design techniques and ensuring cross-browser compatibility.
- Improved website performance with consistent updates and optimization for faster load times and seamless navigation.
- Utilized JavaScript, HTML, and CSS to develop interactive web applications, providing an engaging user experience.