ZAINAB TIJANI

Website Engineer

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Portfolio | **LinkedIn**

About

Website development, management end-to-end, technical seo, security and updates, digital platforms professional with over five years of experience across SaaS, e-commerce, consulting and multi-market businesses.

Built and managed more than **70 campaign and landing pages**, improved website load times by over **40%**, and supported digital campaigns and organic-search initiatives that generated more than **9,000+ leads**. Combines hands-on technical ability with strong stakeholder coordination, seo, content management and problem-solving skills.

Project Experiences

PressOne Africa

Managed website improvements, content and campaign publishing, analytics implementation, performance optimisation, API integrations and more than **70 customer-acquisition landing pages**.

theScoove

Headless CMS, connection, server deployment, Set up a headless CMS on a dedicated subdomain for content publishing, Developed a custom must-use CMS plugin to manage redirect behaviour, Connected the CMS, frontend codebase, deployment environment and publishing workflow into a unified content system, Implemented headless redirects that send public subdomain visitors to the main website while keeping the CMS dashboard accessible to authorised publishers.

MyHaire Nigeria | MyHaire UAE | MyHaire Global

Managed three regional WooCommerce websites, including product and content updates, regional routing, campaign pages, transactional email recovery, checkout troubleshooting and performance optimisation.

OmobitanLaw PLLC

Legal advisory website with secure client-facing functionality.

Chevys Travels

Travel website with booking information and customer-contact journeys.

iStarterHub

Women-led business platform with CRM and payment-system integrations.

Ruumies

Supported the maintenance and enhancement of a live production application, including code-quality improvements, package updates, feature support and deployment.

CloretoGroup

Real estate, project management, project development

Quickli

Supported the frontend implementation of an on-demand marketplace connecting customers, vendors and delivery operations.

Ascent Innovation Lab

Contributed to the user-facing implementation of an AI, VR and digital-skills education platform.

ShopZeta Lagos

Launched and managed an e-commerce website with product inventory support, SEO-conscious content structure, analytics configuration, performance optimisation and secure payment integration.

FirstGuide Consultancy

Consultancy website supporting business services, digital transformation and market-entry positioning.

Personal Portfolio

Designed and developed a professional portfolio presenting selected projects, technical experience and digital-platform work.

Work Experience

Frontend Web Developer | Development & Management

PressOne Africa

April 2024 – June 2026 | Lagos, Nigeria

Techstars-backed SaaS company providing business communication and customer-service solutions to African businesses.

- Develop all campaign landing pages
- Maintain, manage, end-to-end all of web activities, updates, fixes, troubleshooting, changes and new development.
- Security, moved */wp-admin* to more secure path, Speed Optimizations, Fixes, Update Management, figma to landing pages development, setup change-log history for easy tracking and debugging.
- Managed and maintained the corporate website, campaign pages and customer-facing digital touchpoints.
- Server Cloudflare management, Ownership, debugging, cpanel, emails management, backups, uptime-monitoring, debugging and bug fixes
- Coordinated website requirements with marketing, comms, design and product teams.
- Built and published more than **70 campaign and landing pages**, supporting customer acquisition and rapid go-to-market execution.

- Translated Figma designs and campaign briefs into responsive, brand-aligned web pages.
- Implemented GA4 and Google Tag Manager tracking, including custom website events and campaign-performance measurement.
- Monitored website functionality, user journeys and production performance, resolving caching, responsiveness and technical issues.
- Improved page-load performance by approximately **40%** through caching, CDN configuration, image optimisation and frontend improvements.
- Managed CMS and Elementor architecture, plugin governance, platform updates and security hardening.
- Integrated internal APIs, marketing forms, analytics tools and error-monitoring systems.
- Supported website content updates, onboarding journeys and UI/UX improvements that strengthened customer adoption and retention.
- Collaborated with technical and non-technical stakeholders to coordinate website changes from request through testing and deployment.

Software Developer & Consultant

MyHaire Nigeria | MyHaire UAE | MyHaire Global

2026 – Present | Remote

Multi-regional e-commerce platform serving customers across Nigeria, the UAE and international markets.

- Manage and maintain three regional WooCommerce websites, including content updates, product publishing, homepage changes and campaign pages.
- Coordinate website improvements according to regional customer, commercial and operational requirements.
- Architected and maintained three regional WooCommerce storefronts (myhaire.ng, myhaire.ae, myhaire.com), handling multi-currency, regional routing, and product variation logic
- Built a custom location-selection popup modal routing visitors from myhaire.com to .ng and .ae storefronts based on region, using brand typography (Cormorant Garamond, Montserrat)
- Diagnosed and resolved critical WooCommerce transactional email delivery failures on myhaire.ae, tracing SMTP misconfiguration and restoring order confirmation flows
- Troubleshot product variation selection bugs and implemented custom WooCommerce hooks for multi-regional inventory and checkout flows
- Managed full WooCommerce product imports, homepage redesigns, and ongoing performance optimisation across three live storefronts
- Manage product catalogues, variations, multi-currency functionality, regional routing and checkout experiences.
- Built a location-selection system that directs visitors to the appropriate regional storefront.
- Diagnosed and resolved transactional email failures, restoring customer order-confirmation flows.
- Troubleshooting product variation, inventory and checkout issues across the regional websites.
- Implemented analytics, SEO, product-content and conversion improvements.
- Monitor platform performance and carry out ongoing maintenance, optimisation and technical support.
- Work directly with business stakeholders to turn commercial requirements into practical website updates.

Frontend Developer & Consultant

Freelance

January 2019 – Present | Remote

- Designed, developed and maintained production websites for more than **10 clients** across legal, consulting, e-commerce, real estate, travel and education.
- Managed website content, page publishing, hosting, platform updates, security and ongoing maintenance.
- Worked across CMS, WooCommerce, Elementor, Webflow and Shopify platforms, custom endpoint integrations to products.
- Coordinated with clients, designers, marketers and third-party service providers to deliver website changes and digital initiatives.
- Integrated Paystack, HubSpot, Zoho CRM, forms, booking systems and custom APIs.
- Implemented SEO, caching, CDN, lazy-loading and mobile-performance improvements.
- Converted design mock-ups and business requirements into responsive, user-friendly website pages.
- Resolved broken functionality, content issues, security vulnerabilities and production errors.
- Advised clients on website usability, performance and content improvements.

Frontend Developer (open-Source)

WaterTheTrees

January 2023 – May 2024 | Remote

- Contributed feature implementations, architecture improvements and documentation updates within a distributed international team.
- Created and maintained onboarding and technical documentation for contributors.
- Coordinated asynchronously with developers across multiple time zones.
- Participated in code reviews, troubleshooting and collaborative platform improvements.

Additional Client Projects

- **OmobitanLaw PLLC** — Legal advisory website with secure client-facing functionality.
- **Ranroyc FMCG** — E-commerce platform supporting FMCG distribution across Africa.
- **MadeoChills' Healthy Sugar** — Consumer-food website supporting product visibility and customer engagement.
- **Chevys Travels** — Travel website with booking information and customer-contact journeys.
- **FirstGuide Consultancy** — Consultancy website supporting business services, digital transformation and market-entry positioning.
- **iStarterHub** — Women-led business platform with CRM and payment-system integrations.
- **WaterTheTrees** — Open-source environmental platform where I contributed features, architecture improvements and technical documentation.

Education

Bachelor of Science in Economics

National Open University of Nigeria

Technical Certifications

- **Google Growth Marketing Specialist**
- **Technical Writing, Frontend & Web Development — AltSchool Africa, 2023**

Technical Skills

JavaScript, React.js, TypeScript, CMS, Headless CMS, custom plugin, custom endpoint

Website and Content Management

CMS administration, Elementor, WooCommerce, Webflow, Shopify, Figma-to-Development, content publishing, product management, page updates and QA.

Analytics and Digital Performance

Google Analytics 4, Google Tag Manager, Google Search Console, conversion tracking, campaign reporting, traffic analysis and user-journey measurement.

SEO and User Experience

On-page SEO, technical SEO, keyword implementation, metadata, website structure, responsive design, performance optimisation and conversion-focused page improvements.

Technologies

HTML5, CSS3, JavaScript, TypeScript, PHP, SQL, React Js, responsive design and frontend troubleshooting.

Integrations

REST APIs, GraphQL, Postman, webhooks, Paystack, HubSpot, Zoho CRM, Customer.io, Calendly and Fluent Forms, Wp-Rocket.

Performance, Security and Governance

Cloudflare, Cloudways, caching, CDN configuration, lazy loading, image optimisation, Core Web Vitals, plugin governance, security hardening, debugging and ongoing maintenance.

Coordination and Collaboration

Stakeholder management, website project coordination, vendor collaboration, technical documentation, Figma, Git, GitHub and cross-functional delivery.