BRIAN TUMUSIIME

WEB DESIGNER | WORDPRESS DEVELOPER | SEO & DIGITAL MARKETING

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AUTHORIZED TO WORK IN THE U.S. FOR ANY EMPLOYER

PROFESSIONAL SUMMARY

Web Designer and WordPress Developer with 15+ years of experience designing, developing, optimizing, and supporting websites for businesses, agencies, and organizations across multiple industries. Strong experience with WordPress, Elementor, responsive web design, website redesigns, eCommerce, SEO, website performance, analytics, and digital marketing. Experienced in taking projects from discovery and content planning through design, development, testing, launch, optimization, and ongoing support. Google and Adobe certified, with hands-on experience in CRM and marketing automation including GoHighLevel.

CORE SKILLS

Web Design & Development: WordPress, Elementor, Bricks Builder, WooCommerce, Shopify, HTML/CSS, responsive web design, landing pages, website redesigns, eCommerce

SEO & Optimization: On-page SEO, local SEO, technical SEO, Yoast SEO, Rank Math, Google Search Console, Core Web Vitals, PageSpeed optimization

Digital Marketing & Analytics: GA4, Google Tag Manager, Google Ads, Google Business Profile, email marketing, conversion optimization, lead generation

CRM & Automation: GoHighLevel, CRM workflows, email automation, lead nurturing, campaign workflows, Mailchimp, Constant Contact

Web Operations: cPanel/WHM, DNS, Cloudflare, migrations, backups, security, troubleshooting, Adobe Creative Cloud, Canva

PROFESSIONAL EXPERIENCE

Web Designer | Optimize Worldwide

Concord, California, USA | December 2025 - Present

- Design, build, update, and maintain responsive WordPress websites, landing pages, service pages, and location pages for businesses and organizations across multiple industries.
- Work extensively with Elementor and other WordPress builders while maintaining brand consistency, usability, responsive behavior, and conversion-focused calls to action.
- Implement on-page and technical SEO improvements including metadata, internal linking, redirects, sitemaps, image optimization, location content, and search-focused page enhancements.
- Improve website performance, accessibility, security, forms, mobile usability, caching, image delivery, and JavaScript/CSS behavior; troubleshoot plugin and configuration issues.
- Collaborate with account managers, SEO specialists, content teams, and clients while managing multiple active websites through implementation, QA, and completion.

Freelance Web Designer & Digital Consultant | Independent Contract Work

Ogden, Utah, USA | June 2025 - Present

- Design and develop websites, landing pages, eCommerce experiences, and website redesigns for small businesses and organizations.
- Manage projects from discovery and strategy through design, development, SEO, testing, launch, and ongoing website care.
- Provide project-based support across WordPress, Elementor, eCommerce, local SEO, analytics, conversion optimization, email marketing, and digital content.

Lead Web Developer | Pando Ridge Ventures

Salt Lake City, Utah, USA | January 2025 - November 2025

- Led website projects from requirements and planning through responsive design, development, testing, and deployment for businesses within the company portfolio.
- Coordinated web requirements with creative, content, and business stakeholders while providing technical direction, maintenance, and troubleshooting.

Web Developer / Web Development Lead | Fly Online Ltd

Kampala, Uganda | February 2010 - May 2025

- Delivered 80+ website projects across corporate, eCommerce, nonprofit, professional services, hospitality, and other industries.
- Managed projects from client requirements and content planning through design, development, hosting, deployment, SEO, analytics, and ongoing support.
- Managed hosting environments, domains, DNS, migrations, email configurations, backups, security, and technical troubleshooting.

Web Developer | Bluflamingo Digital

Kampala, Uganda | January 2016 - December 2020

- Designed and developed websites and digital solutions within a multidisciplinary digital marketing agency environment.
- Worked with creative, content, digital marketing, and account teams from design through deployment while providing ongoing development and maintenance support.

CERTIFICATIONS

- Google Digital Marketing & E-Commerce Professional Certificate
- Adobe Content Creator Professional Certificate
- Adobe Social Media Content and Strategy
- Adobe Multimedia Content Creation
- Responsive Web Design - University of London

EDUCATION

Diploma in E-Technology | National Institute of Information Technology (NIIT)