



Willem Prinsloo

Product Owner / Wordpress, Webflow Developer

EXPERIENCE

Product Owner / Lead Web Developer

HitPixel Information Technologies

OCT 2021 - NOV 2023 (2 YRS 1 MO)

- Led a team of 14 developers to deliver over 150 WordPress e-commerce sites annually, enhancing client digital presence and sales.
- Bridged communication between development team and stakeholders, ensuring requirements were met and feedback was integrated, leading to a 25% increase in stakeholder satisfaction.
- Strategically managed the development backlog in Jira to prioritize critical projects, aligning team efforts to ensure timely delivery of all websites, which significantly contributed to maintaining a 100% on-time project completion rate.
- Spearheaded the development of 200+ websites utilizing WordPress and Webflow, focusing on user engagement and SEO optimization, which resulted in a 40% increase in average session duration across projects.

Web Developer and Digital Assets Manager

Majid Al Futtaim (Najm)

APR 2018 - MAR 2020 (2 YEARS)

- Orchestrated the full-cycle development and ongoing maintenance of Najm's website, part of Majid Al Futtaim's finance sector, enhancing user experience and security, which drove a 20% increase in online transactions and customer engagement.
- Designed and launched 50+ promotional landing pages and email campaigns, boosting conversion rates by 15% and enhancing customer acquisition.
- Implemented rigorous internal security measures as directed by Majid Al Futtaim Holding, enhancing the infrastructure to meet and exceed high security standards, effectively mitigating risks and safeguarding sensitive customer data.
- Oversaw the comprehensive management of digital assets, ensuring strict compliance with Majid Al Futtaim's brand guidelines, which enhanced brand consistency across all digital platforms and reinforced the company's market identity.

Senior Web Developer

Novomed Centers - Dubai, United Arab Emirates

MAR 2017 - APR 2018 - 1 YEAR, 2 MOS

- Solely crafted and launched all websites for Novomed Centers in the UAE, expertly optimized for conversion across both desktop and mobile platforms, significantly enhancing user experience and engagement rates.
- Developed 30+ landing pages and led digital marketing campaigns via Google AdWords and social media, achieving a 20% uplift in patient bookings.
- Led the development of an innovative medical staff training platform, collaborating closely with the HR department to tailor content and functionality, resulting in a 30% improvement in training efficiency and staff competency across the organization.

Senior Web Developer

Everest IT - Capetown, South Africa

NOV 2013 - FEB 2017 - 3 YRS 4 MOS

- Engineered and continuously enhanced both new and existing websites at Everest IT, applying cutting-edge technologies and best practices to ensure optimal performance, user engagement, and compliance with the latest web standards.
- Crafted and executed innovative landing page designs and email marketing campaigns, significantly boosting engagement and conversion rates through targeted messaging and A/B testing, resulting in a measurable increase in lead generation and customer acquisition.
- Successfully designed and launched affiliate white-label websites, along with compelling promotional content, driving targeted traffic and expanding partner networks, which resulted in a significant increase in affiliate revenue streams.
- Implemented advanced SEO strategies and Google Ads campaigns, improving website traffic by 50% and search rankings for 20+ key terms.

willem7904@gmail.com

+971 55 281 2826

Dubai, United Arab Emirates

SUMMARY

Highly skilled Product Owner and Lead Web Developer with extensive experience in web design, development, and digital asset management. Demonstrating a strong blend of technical expertise and leadership, Willem has led teams to deliver innovative e-commerce solutions, enhanced website performance and security, and executed impactful digital marketing strategies. His work has significantly increased online engagement, conversions, and revenue streams through strategic website optimization and compelling promotional content, showcasing his ability to drive digital transformation and growth in competitive markets.

INDUSTRY KNOWLEDGE

Digital Product Ownership
 Web Design & Development
 Agile Methodologies
 Project Management
 SEO
 Prototyping

TOOLS & TECHNOLOGIES

Figma
 Wordpress
 Webflow and Framer
 Adobe Photoshop
 Google Analytics & Tag Manager
 Google Ads
 Jira
 HTML, CSS, PHP
 Javascript, jQuery

EDUCATION

Diploma in Web and Marketing Management
 Damelin
 2001 - 2005

LANGUAGE

English and Afrikaans

SOCIAL

linkedin.com/in/willemprinsloo/