

Adam Rajie

Digital Marketing Specialist & Web Designer



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Digital Marketer and Website Designer with **8+ years of hands-on experience** building high-converting digital experiences and the marketing strategy to back them up. Specialising in WordPress, Elementor, Divi and WooCommerce, I bring a rare combination of technical depth and creative thinking that most marketers can't offer and most developers don't bother with.

From crafting SEO optimised websites and managing e-commerce stores to developing content strategies and running multi-channel digital campaigns, I work across the full digital ecosystem not just the build. Currently completing a Digital Marketing certification through HubSpot Academy, with hands-on expertise in SEO, email marketing, social media, web analytics, paid advertising strategy, and lead generation. Backed by a strong foundation in web hosting infrastructure including DNS management, domain configuration, email migrations, website security, and site recovery I can own a project end-to-end without needing to escalate the technical stuff to someone else.

Whether it's an agency brief, a freelance project, or an in-house marketing team that needs someone who can both think and execute I thrive where creativity meets results.

📁 PROFESSIONAL EXPERIENCE

Evoweb 🔗, Website Designer & Technical Support Advisor

02/2021 – 03/2026 | Cape Town South Africa

- Design and build custom, high-converting WordPress websites using Elementor, applying UX principles including user journey mapping, page structure planning, and conversion-focused layout design contributing to a personal portfolio of 100+ sites delivered since 2018
- Lead client discovery and scoping sessions to define user needs and business goals, translating these into clear site architecture, content hierarchy, and intuitive navigation structures
- Develop and implement digital marketing strategies including SEO, content structure, metadata optimisation, and on-page improvements that measurably boost organic search rankings
- Plan and structure website layouts with a focus on user flow, readability, and goal-driven design ensuring each site guides visitors toward a clear conversion point
- Build and configure Shopify stores including product management, e-commerce workflows, and storefront design with attention to user experience and purchase journey
- Restored hacked websites and implemented security hardening measures to protect against future breaches
- Handle complex DNS configurations, email migrations, and hosting setups end-to-end with zero data loss
- Act as the escalation point for critical technical issues, resolving high-pressure problems across phone, email, and live chat

1-grid 🔗, Website Designer

08/2018 – 01/2021 | Cape Town, South Africa

- Designed and delivered responsive, visually compelling WordPress websites using Divi Builder, structuring each site around the target user's needs and the client's business objectives
- Conducted client discovery sessions to understand audience, goals, and content requirements – using these insights to define site architecture and navigation before moving into design
- Implemented SEO strategies from the ground up, improving organic visibility and search rankings for clients entering or growing their online presence
- Maintained and refreshed existing client websites to ensure ongoing performance, security, and visual relevance
- Provided technical hosting support and managed domain registrations and DNS configurations, ensuring maximum uptime and seamless website functionality

1-grid 🔗, Technical Hosting Support Specialist

04/2017 – 07/2018 | Cape Town, South Africa

- Delivered first-line technical support across phone, live chat, and email, resolving hosting, email, and DNS issues for a high-volume client base
- Diagnosed and resolved website performance issues, connectivity faults, and configuration errors under pressure and within tight resolution timeframes
- Troubleshoot and configured email setups, DNS records, and domain settings, building a deep technical foundation that continues to underpin my work today
- Educated clients on website security best practices, backup procedures, and recovery options

Webafrika 🔗, Technical Internet (ADSL/Fibre) Support

12/2015 – 03/2017 | Cape Town, South Africa

- Provided technical support for internet connectivity, router configuration, WiFi troubleshooting, and email setup for both residential and business clients

- Utilised remote access tools to diagnose and resolve complex connectivity and configuration issues efficiently, minimising client downtime
- Built foundational knowledge in networking, DNS, and email infrastructure that directly supports my current web hosting and technical expertise

Computer Mania , **Sales Assistant**

01/2014 – 01/2015 | Cape Town, South Africa

- Assisted customers with product selection and technical advice, delivering a consultative sales experience that prioritised customer needs
- Processed sales transactions, managed stock levels, and conducted regular stock takes in a fast-paced retail environment
- Developed strong interpersonal and customer service skills working directly with a diverse range of clients daily

Ozzies Golf Guide , **Tour Guide**

01/2013 – 12/2013 | Cape Town, South Africa

- Planned and coordinated golf tours for clients, managing logistics including transportation between hotels and golf courses
- Delivered a personalised, high-quality client experience through strong communication, time management, and attention to detail
- Gained valuable experience in client relationship management and hospitality, working with both local and international guests

SKILLS

- **Digital Marketing:** SEO Strategy & Implementation | Content Creation & Copywriting | Email Marketing (Mailchimp) | Social Media Management | Facebook & Instagram Ads | Google Ads & Paid Advertising | Lead Generation | Web Analytics & Performance Reporting
- **Web Design & Development:** WordPress | Elementor & Divi | Shopify & E-commerce Management | Responsive Web Design | UX/UI Design | User Journey Mapping | Information Architecture | HTML5 / CSS3 | Cross-Browser Compatibility
- **Technical & Hosting:** DNS & Domain Management | Web Hosting & Server Configuration | Email Migrations & Setup | Website Security & Site Recovery | Technical Hosting Support
- **Tools & Platforms:** Google Analytics | Mailchimp | WHMCS | Trello | Freshdesk (Ticketing System) | Slack | Zoom | Microsoft Teams | Microsoft Office Suite (Word & Excel)



CERTIFICATIONS & TRAINING

HubSpot Digital Marketing Certification (in progress)

- HubSpot Academy (2025) – SEO, Content Marketing, Email Marketing, Social Media, Paid Advertising, Lead Generation, AI in Digital Marketing, Buyer Persona Development, Customer Journey Mapping

HTML & CSS for Beginners - Udemy [↗](#)

- Certificate of Completion · UC-34059c9c-bb20-428a-9341-9dfa3135e2d4

CompTIA Network+ (N10-006) - Udemy

- Certification Prep Course, Networking infrastructure, DNS, TCP/IP, troubleshooting, network security & configuration

Certified Western Cape Tourist Guide – Livingstone Tourist Guide Academy



EDUCATION

Silwood School of Cookery [↗](#) , Silwood Cordon Bleu Certificate

01/2011 – 12/2012 | Cape Town, South Africa

Pinelands High School [↗](#) , National Senior Certificate

01/2006 – 12/2010 | Cape Town, South Africa



REFERENCES

Martin Bester, *Business Owner*, Evoweb

Upon request.

Kevin Nel, *Website Design Manager*, 1-grid

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Yusuf Leeman, *Technical Hosting Manager*, 1-grid

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Mohammad Cassiem, *Technical Support Manager*, Web Africa

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