



# Amanuel Belay

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## ABOUT ME

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I enjoy building everything from a small business site to a rich interactive web application. I am a driven individual with the ability to adapt to any situation and a proven potential to grow myself and others. My profession allows me the scope to update my knowledge to the latest trends and be part of a diverse and dynamic team that adds to both my personal and professional growth. I am proficient in Web Development and Software Development, employing a variety of front-end and back-end technologies, including HTML, CSS, JavaScript (including frameworks like React), and PHP (utilizing frameworks like Laravel).

## WORK EXPERIENCE

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🏢 *Swenetix Tech* – Addis Ababa, Ethiopia

### Software developer

[ 17/10/2023 – 05/05/2025 ]

- Custom WordPress theme development
- Custom plugin development
- PHP backend development and customization
- WooCommerce setup, customization, and optimization
- Search Engine Optimization (SEO) best practices (on-page & technical)
- Website performance optimization (Core Web Vitals, caching, image optimization)
- API integration (REST APIs, third-party services)

### Wordpress Developer

[ 06/05/2023 – Current ]

#### [Upwork Profile](#)

- Created **high-converting landing pages** focused on UX, performance, and conversion rate optimisation
- Implemented **custom themes and child themes** using PHP, HTML, CSS, and JavaScript
- Optimised websites for **performance and Core Web Vitals** (caching, asset optimisation, lazy loading)
- Applied **on-page SEO best practices** (metadata, schema, site structure, page speed)
- Integrated **analytics and tracking tools** (Google Analytics, Microsoft Clarity, conversion tracking)
- Ensured **website security**, backups, updates, and malware protection
- Worked with **Bedrock WordPress architecture**, Composer, and environment configuration
- Deployed and managed sites on **Linux hosting environments** (WHM, cPanel, cloud servers)

### Wordpress Developer

[ 08/07/2022 – 07/10/2023 ]

- Providing technical support and troubleshooting for WordPress websites
- Fixing WordPress core, theme, and plugin issues
- Customizing and supporting Contact Form 7 (CF7) forms and integrations
- Building and maintaining E-commerce websites using WooCommerce
- Designing and implementing complex, technical WordPress projects
- Debugging PHP, JavaScript, and CSS issues

## EDUCATION AND TRAINING

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### Msc in Artificial Intelligence For Science and Technology

**University of Milano Bicocca** [ 01/10/2025 – Current ]

City: Milan | Country: Italy | Website: <https://www.unimib.it/> | Field(s) of study: Information and Communication Technologies: • Software and applications development and analysis • Inter-disciplinary programmes and qualifications involving Information and Communication Technologies (ICTs) | Level in EQF: EQF level 7

### Bsc in Computer Science and Engineering

**Adama Science and Technology University** [ 22/10/2018 – 17/07/2023 ]

City: Adama | Country: Ethiopia | Website: <https://www.astu.edu.et/> | Field(s) of study: Computer Science and Engineering

## SKILLS

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WordPress / PHP / HTML / CSS / React JS / Node JS / JavaScript Framework / Python (computer programming) / SQL / R / Git / MongoDB / CSS

## LANGUAGE SKILLS

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Other language(s):

### Italian

LISTENING A2 READING A1 WRITING A1

SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1

### English

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user