

Lucinda Scheepers



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WEBSITE MANAGER & SEO SPECIALIST

I love my clients!

On a daily basis, I manage over 200 client websites, ensuring they are regularly updated, well-maintained, and fully optimized. I make sure each website accurately represents my clients' brands and effectively engages their target audiences. I also keep all sites technically up to date with the latest plugins and themes, while implementing SEO best practices to help them achieve higher rankings across search engines.

My Skill Set – Hard Skills

- **Client-Centric Approach** – I take pride in building strong client relationships and ensuring every project reflects their brand identity, goals, and vision.
- **Website Management** – Manage over 200 client websites daily, ensuring they are regularly updated, fully maintained, secure, and optimized for performance and engagement.
- **WordPress Expertise** – Skilled in designing visually stunning, responsive, and dynamic websites using WordPress CMS. Experienced in developing multifunctional and complex web solutions.
- **Client Branding** – Expert in showcasing a client's brand through customized themes and plugins that enhance functionality, security, and SEO performance.
- **Page Builders** – Proficient in Divi, Elementor, Gutenberg, and HubSpot page builders for creating flexible and visually appealing layouts.
- **MS Platforms** – Experienced with WordPress, Drupal, HubSpot, Shopify, and WooCommerce for developing both dynamic and eCommerce websites.
- **UX/UI Design** – Strong understanding of UX and UI principles, applying user-focused design strategies to every project for an optimal browsing experience.
- **Innovative Design Solutions** – Skilled in delivering creative and cohesive web designs through dynamic colour schemes, modern typography, intuitive sitemaps, and clean wireframes.
- **Design & Development Tools** – Proficient in Adobe Photoshop, Illustrator, InDesign, Figma, MySQL, cPanel, and WHM Cloud Server.
- **SEO & SEM Optimization** – Well-versed in SEO and SEM best practices; experienced in improving search rankings and online visibility through continuous optimization.
- **Google Tools Integration** – Knowledgeable in setting up and managing Google Ads and Google Analytics to drive traffic and track performance for websites and eCommerce platforms.
- **Troubleshooting & Problem Solving** – Regularly identify, troubleshoot, and resolve technical issues, while proactively developing solutions to prevent potential problems during development.

- **High-Quality Coding** – Proficient in HTML5, CSS3, PHP, C#, JavaScript, React, and Laravel; experienced in applying these languages across websites, emails, surveys, and digital campaigns.
- **Development Tools & Processes** – Experienced with Continuous Integration (CI), GitHub, Microsoft SharePoint, and Microsoft Dynamics CRM.
- **Domain & Hosting Management** – Daily experience with domain registration, web hosting, email setup, website migration, redesigns, and updates.
- **Agile Methodology** – Practice Agile and DevOps methodologies, regularly participating in sprint planning and team meetings to ensure smooth project delivery.
- **Project Management** – Experienced in leading website projects from concept to launch, including client consultation, sitemap creation, design, development, testing, and final handover. Capable of managing multiple projects simultaneously with strong communication and organizational skills.
- **Client Relationship Management** – Adaptable and responsive to client needs, efficiently handling feedback and implementing changes or new features within tight deadlines.

My Skill Set – Soft Skills

- **Strong Communication** – Clear, confident, and professional in both written and verbal communication with clients, teams, and stakeholders.
- **Client Relationship Building** – Skilled at developing trust-based relationships, understanding client needs, and ensuring long-term satisfaction.
- **Adaptability & Flexibility** – Quick to adjust to changing project requirements, client feedback, and evolving technologies.
- **Collaboration & Teamwork** – Experienced in working within cross-functional teams, contributing to Agile environments, and supporting shared project goals.
- **Creative Problem-Solving** – Proactive in identifying challenges and developing innovative, user-focused solutions under tight deadlines.
- **Attention to Detail** – Meticulous in maintaining accuracy and consistency across design, code, and content to ensure high-quality deliverables.
- **Time Management** – Skilled at managing multiple complex projects simultaneously while meeting deadlines and maintaining quality.
- **Leadership & Mentorship** – Capable of guiding team members, delegating tasks effectively, and motivating others to deliver their best work.
- **Strategic Thinking** – Able to align digital solutions with business goals, ensuring each project supports brand growth and online visibility.
- **Empathy & Emotional Intelligence** – Understand and anticipate client and user needs, ensuring that interactions are positive, constructive, and human-centered.
- **Professionalism & Integrity** – Committed to ethical practices, transparency, and maintaining a high standard of professional conduct.
- **Continuous Learning** – Passionate about staying updated with the latest web technologies, design trends, and SEO best practices.

Notable Achievements

- **Outstanding Web Design & Innovation Award - 2025**
Recognized for developing visually striking, high-performing websites that effectively captured client brands and enhanced user engagement across multiple digital platforms.
- **Excellence in Client Satisfaction Award - 2025**
Awarded for consistently exceeding client expectations through timely project delivery, creative problem-solving, and exceptional communication that strengthened long-term client relationships.
- **Top Digital Performance & SEO Achievement - 2025**
Honored for implementing SEO strategies that significantly boosted client website visibility, search rankings, and organic traffic, contributing to measurable business growth.
- **Certificate of Achievement – Employee of the Year, 2025**
Awarded for exceptional performance, consistently exceeding expectations, and demonstrating leadership across all projects.
- **Most Collaborative Team Member Award, 2025**
Recognized for outstanding teamwork, fostering collaboration, and contributing positively to cross-functional project success.
- **Student Mentor & Role Model – Parkwood Primary School, 2024**
Honored for guiding and inspiring students, sharing knowledge, and serving as a positive influence in the community.
- **Outstanding Service in Capturing the Essence of the Brand, 2024**
Awarded for translating client brands into compelling, high-quality websites that reflected their vision and goals.
- **Immensely Talented & Dedicated Website Manager, 2024**
Recognized for exceptional dedication to website management, ensuring functionality, optimization, and client satisfaction.
- **Certificate of Appreciation for Outstanding Performance – Living Data SA, 2023**
Acknowledged for consistently delivering high-quality work and exceeding project expectations.
- **Certificate of Recognition for Outstanding Client Service, 2023**
Awarded for delivering excellent client experiences through responsiveness, problem-solving, and professionalism.
- **Certificate for Excellent Teamwork – Outdoor Camp, 2023**
Recognized for collaborative efforts, supporting team objectives, and contributing to successful group initiatives.
- **Innovation Award – Most Innovative Employee, Living Data SA, 2022**
Honored for creative problem-solving, implementing innovative solutions, and improving processes and client results.
- **Certificate of Achievement – Highest Achieving Project Leader, 2022**
Awarded for leading projects successfully from concept to completion while achieving outstanding outcomes.
- **Customer Hero Award – Top Web Developer & Project Manager, 2021**
Recognized for exceeding client expectations, delivering top-quality web solutions, and maintaining strong relationships.
- **Certificate of Recognition – Devoted & Committed to the Covid-19 Program, 2021**
Acknowledged for dedication, reliability, and commitment to supporting critical initiatives during the Covid-19 program.

Accreditations & Licenses

- Australian Computer Society (ASC) Web Developer ITC Skills Assessment - I passed an Accredited Skills Test and was certified as a qualified Web Developer by the internationally recognized Australian Computer Society (ACS) by the ACS

- English Assessment – Pearson Test of English (PTE) – I passed the Pearson International English Language test with a result of 85% out of 100%, giving me Superior English Results in all bands (Speaking, Listening, Reading, and Writing)
- Full Drivers Licence Code B - valid until – January 2027

Education & Qualifications

High School

1999 - Strandfontein High School – Grade 12 Matriculated

University/College

2025 – Diploma in Strategic Performance Management – Alison College
2025 – Certificate in AI-Driven Digital Marketing Strategies – Alison College
2025 – Certificate in AI-Powered Performance Ads – Google Certification
2025 – Google Analytics – Google Certification
2025 – Certificate in Hubspot Certification – Hubspot Academy
2025 – Certificate in Search Ads 360 – Google Certification
2023 – Web Design Certification – University of Cape Town (UCT)
2022 – Certificate in UX Design – Living Data SA
2017 – Certificate in Project Management – Living Data SA
2015 – Certificate in Front End Web Development – Living Data SA
2006 – Certificate in Graphic Design – Hot Dogz Inc.
2003 – Certificate in Marketing Management – Hot Dogz Inc.

Employment Details

Website Manager & SEO Specialist

Living Data SA (Pty) Ltd – (Web Development Agency)

January 2016 to Now

As a dedicated Website Manager and SEO Specialist, I oversee the management and optimization of more than 200 client websites, ensuring each one is technically sound, visually engaging, and aligned with the client's brand identity. I am passionate about delivering exceptional digital experiences that strengthen brand presence, drive traffic, and boost search engine rankings.

Key Responsibilities:

- Manage and maintain a portfolio of 200+ client websites, ensuring they are regularly updated, secure, and performing optimally.
- Implement and monitor SEO strategies to improve website visibility, search rankings, and organic traffic across multiple industries.
- Ensure all websites accurately reflect client branding, messaging, and design standards to effectively engage their target audiences.
- Conduct regular technical audits and updates, including plugin, theme, and CMS maintenance, to ensure stability and compliance with best practices.
- Analyze website performance using Google Analytics and other SEO tools to identify areas for improvement and optimization.
- Collaborate with cross-functional teams, including developers, designers, and content creators, to deliver cohesive and impactful digital solutions.

- Troubleshoot technical issues, implement fixes, and proactively develop solutions to prevent future problems.
- Stay up to date with industry trends, algorithm updates, and emerging technologies to continuously enhance website performance and SEO outcomes.

Key Achievements:

- Successfully maintained and optimized over 200 client websites with consistent uptime and performance improvements.
- Implemented SEO strategies that significantly improved client visibility and organic traffic.
- Strengthened client satisfaction and retention through responsive communication, reliable delivery, and measurable digital growth.
- Voted the most collaborative team member three years in a row
- Awarded for Outstanding Service in capturing the essence of the brand
- Certificate of Achievement – Employee of the Year

Web Developer / Designer

Brands 4 Youth (Pty) Ltd – Youth Marketing Agency

January 2013 – December 2015

As a Web Developer and Designer at a dynamic youth marketing agency, I was responsible for creating and managing modern, engaging, and high-performing websites that reflected each client's unique brand identity. My role combined creative design with technical development — ensuring every website was not only visually appealing but also functional, secure, and optimized for user experience and search engines.

Key Responsibilities:

- Designed and developed responsive websites using WordPress, Shopify, WooCommerce, and other leading CMS platforms.
- Planned, collaborated, and executed hundreds of website designs, from mockups and wireframes to fully functional digital experiences.
- Created and customized themes, plugins, and child themes to enhance website performance and meet client requirements.
- Developed custom layouts and user interfaces using HTML, CSS, JavaScript, and PHP, ensuring cross-browser compatibility and clean code standards.
- Managed MySQL databases and WHM cloud servers, overseeing website hosting, security, and maintenance.
- Implemented cybersecurity measures, SSL certificates, and best practices for site stability and data protection.
- Integrated SEO strategies and Google Analytics tracking to improve visibility, monitor traffic, and optimize performance.
- Regularly updated existing websites, conducted technical audits, and implemented client-driven changes to improve UX/UI and overall site functionality.
- Utilized tools such as Adobe Photoshop, Illustrator, Figma, and Acrobat Pro for design creation, branding, and visual optimization.
- Coordinated email marketing campaigns using Mailchimp and integrated analytics tools like MonsterInsights for performance reporting.

Key Achievements:

- Delivered over 100 fully customized websites that strengthened client brands and improved digital engagement.
- Streamlined website management processes, improving site performance and reducing downtime.

- Enhanced client satisfaction by translating brand visions into professional, user-focused online experiences.
- Certificate of Achievement for being the highest achieving Project Leader
- Customer Hero Award for exceeding client deliverables & being voted the top web developer and project manager

Digital Marketeer

HDI Youth Marketeers (Pty) Ltd – Digital Marketing Agency

August 2004 – December 2012

As a Digital Marketeer, I was responsible for creating and executing integrated marketing campaigns that strengthened brand presence, engaged target audiences, and delivered measurable results. My role combined strategic planning, digital expertise, and hands-on activation through face-to-face marketing and roadshow campaigns.

Key Responsibilities:

- Developed and executed multi-channel digital marketing campaigns across social media, email, web, and display advertising.
- Planned, coordinated, and managed face-to-face marketing initiatives, including promotional events, experiential marketing, and roadshows to drive brand awareness and customer engagement.
- Designed and implemented roadshow campaigns, including concept creation, on-site activation, and follow-up strategies.
- Maintained and grew the company's brand presence across all channels, ensuring consistency and audience engagement.
- Measured and reported on campaign performance using analytics tools, optimizing strategies to improve ROI.
- Collaborated with internal teams to create marketing assets, landing pages, and content aligned with brand objectives.
- Managed marketing databases, segmenting audiences and personalizing campaigns for maximum impact.
- Implemented SEO and SEM strategies to increase visibility and drive targeted traffic to campaigns.
- Stayed current with industry trends, tools, and emerging marketing platforms to maintain a competitive edge.

Key Achievements:

- Successfully increased brand visibility and engagement through combined digital and on-the-ground marketing campaigns.
- Developed and executed innovative roadshow and experiential campaigns that strengthened audience connections and brand loyalty.
- Optimized digital campaigns to improve conversion rates and achieve measurable results across multiple marketing channels.