

# Ivan du Plessis

WordPress + SEO Lead Generation | 📍 Southeast Asia-based | Open to APAC & EMEA Time Zone Roles  
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## PROFESSIONAL SUMMARY

Experienced WordPress & SEO Lead Generation Specialist with 10+ years of hands-on experience building and optimizing high-converting websites using Elementor Pro and on-page SEO. Expert in local SEO, directory-style site architecture, and content systems that generate qualified inbound leads. Proven record of launching scalable WordPress builds that rank and convert for service-based businesses.

## WORK EXPERIENCE

### **Digital Biz Leads**

**Atlanta, GA + Miami, FL**

*WordPress & SEO Systems Builder | Project Lead*

*Jan 2023 - Present*

- Built and deployed 100+ lead generation and directory-style websites for agency partners using WordPress + Elementor Pro, targeting high-converting local niches.
- Connected builds to GoHighLevel automations by embedding GHL forms and Twilio tracking numbers for seamless lead capture, routing, and follow-up.
- Implemented on-page SEO strategies including optimized metadata, hierarchy structure (H1–H3), keyword-rich copy, internal linking, and schema markup.
- Built multiple 300–600 page WordPress sites designed to rank for low-hanging fruit keywords—positioning companies on page one across multiple suburbs and neighborhoods within their target cities.

### **She Reigns Creative**

**New York, NY + California, CA**

*Account Executive / Lead Generation Specialist*

*Jul 2022 - Dec 2022*

- Executed cold email campaigns and optimized sequences that generated \$72,000 in sales within six weeks.
- Conducted A/B testing on subject lines, copy, and CTAs, improving conversion rates by 25% and overall campaign performance.
- Designed and tested high-converting landing pages that boosted appointment bookings by 20%, combining data-driven optimization with UX best practices.

### **Whatagraph**

**Vilnius, Europe**

*Account Executive / Tech Sales*

*Jan 2022 - June 2022*

- Delivered 5+ SaaS demos daily to APAC marketing agency owners, increasing closed deals by 20%.
- Managed follow-ups and client onboarding via CRM, reducing deal closure time by 30% and improving customer satisfaction.
- Trained new clients on platform features, cutting post-sale support requests by 25% and improving adoption.
- Built and maintained a pipeline of 100+ prospects per week using CRM and outreach tools, consistently exceeding weekly demo targets by 20%.

### **Kitchen Bedroom Gallery (family business)**

**Johannesburg, South Africa**

*Sales Manager | Marketing Operations Specialist*

*Jan 2010 - Dec 2021*

- Managed 15 sales staff across 10 showrooms, achieving a 25% year-over-year revenue increase.
- Developed SOPs for sales and installation teams, improving transaction values by 25% and standardizing multi-location operations.
- Oversaw client relationships and referral systems, increasing referral-based leads by 15%.

## SKILLS & SYSTEMS

- **Technical Tools:** WordPress, Elementor Pro, Yoast SEO, RankMath, WP Rocket, SiteGround, cPanel, CSS (basics), HTML (formatting), Google Search Console, Google Analytics, Ahrefs, Ubersuggest, Screaming Frog
- **Systems & Automation:** GoHighLevel, ActiveCampaign, Zapier, Calendly, Google Workspace, Meta Pixel Setup, CRM Integration
- **Core Competencies:** On-Page SEO • Local SEO • Keyword Optimization • Technical Setup • Page Speed Optimization • Directory Site Builds • Landing Page Design • Conversion Tracking • Schema & Metadata Optimization
- **Soft Skills:** Analytical Thinking • Problem Solving • Clear Communication • Workflow Organization • Attention to Detail • Ownership & Reliability

## CAREER GOAL

To secure a remote position in WordPress development and SEO where I can design, build, optimize, and scale lead generation websites that rank, convert, and drive business growth.