

BEYA JUSTICE KAYEMBE

Oakville, ON | justicebeya@gmail.com | (437) 218-0503

[LinkedIn](#) | [Portfolio](#)

PROFESSIONAL PROFILE

Bilingual (English/French) Full Stack WordPress developer with 6+ years building custom themes, plugins, and headless front-ends using PHP, React, and Next.js — from classic theme development to decoupled builds consuming the WordPress REST API. Track record includes 60+ custom WordPress builds across e-commerce, education, sport & coaching, and professional services, often serving as the sole technical point of contact from client discovery through launch. Recent focus on Core Web Vitals performance (Lighthouse Performance scores of 90+) and AI-driven search visibility (GEO/AI SEO), an emerging area most WordPress developers aren't yet addressing.

TECHNICAL SKILLS

Front-End: React, Next.js, TypeScript, JavaScript (ES6+), jQuery, HTML5, CSS3/SCSS, Bootstrap

Back-End: PHP, Node.js, MySQL, REST APIs, GraphQL

WordPress: Custom themes & plugins, ACF Pro, WooCommerce, headless/decoupled architecture, Gutenberg, Elementor, Divi, GeneratePress

Tools & DevOps: Git, Docker, Linux/CLI, CI/CD, SSH, cPanel & hosting, DNS, performance optimization, AI-assisted workflows (Claude Code, Claude Design)

SEO & Analytics: Core Web Vitals, Google Analytics 4, Search Console, technical SEO, AI-driven search visibility (GEO)

Languages: English & French — fluent, professional working proficiency

EXPERIENCE

WordPress Developer & Digital Marketing Technologist

Jun 2025 – Present

Pentarm Pools · Independent Contractor, Part-time

- Design, develop, and maintain the company website — shipping new features, pages, functionality, and technical improvements on an ongoing basis
- Audited and improved site performance, accessibility, and technical health — raising Lighthouse Performance score from 64 to 92 and Accessibility from 80 to 85, with optimization ongoing
- Support digital marketing initiatives through technical implementation: tracking, analytics, integrations, and conversion-rate optimization
- Own technical SEO end-to-end — schema markup, site structure, indexing, and page speed — while extending into AI-driven search visibility (GEO/LLM search)
- Manage hosting administration, uptime monitoring, backups, security monitoring, and plugin/software updates to keep the site stable and secure
- Configure and maintain analytics, tracking, and reporting dashboards, translating data into actionable recommendations
- Implement and administer third-party integrations across APIs, CRMs, and marketing platforms
- Build and maintain landing pages, forms, and web content as directed by stakeholders

Full-Stack WordPress Developer

Jun 2022 – Apr 2025

Staxo Group

- Delivered 63 custom WordPress websites end-to-end, across diverse verticals — WooCommerce/e-commerce, education, sport & coaching, professional services, hospitality, and trades — from client discovery through launch
- Acted as primary technical point of contact — translated client goals directly into functional specs and code
- Introduced React and Next.js into WordPress workflows, improving site speed and front-end interactivity
- Built and customized WordPress themes and plugins tailored to individual client business needs

Web Developer

Apr 2021 – May 2022

Aircendd · Full-time

- Built and maintained multiple client websites using WordPress and Divi, from design handoff through launch
- Coded across HTML, CSS, JavaScript, and PHP to build and test site functionality per design specs

- Worked directly with designers to translate design specs into functional, responsive builds
- Implemented on-site SEO and monitored website traffic to inform ongoing improvements
- Troubleshoot and maintained live sites post-launch, including WooCommerce and email-marketing (Mailchimp) integrations
- Trained end users on new site functionality post-launch

Web Developer

Jan 2019 – Mar 2021

Abangani Media

- Converted design mockups into responsive, production-ready WordPress websites for clients across Netherlands and South Africa markets
- Built and customized sites using Elementor and Gutenberg, adapting themes to match client design specs
- Built foundational front-end development skills translating visual design into functional, cross-browser-compatible code

ADDITIONAL EXPERIENCE

Bilingual Customer Service Representative – Advisory Services, Service Ontario *(via Arrow Workforce Solutions)*

Oct 2025 – Jun 2026

Provided bilingual (English/French) support for municipalities on Property Tax Advisory Services in a fast-paced government-facing environment.

EDUCATION

Advanced Diploma in Information Resources Management

University of South Africa, 2021 · WES: College-level Postgraduate Certificate

Diploma in Computer Systems

University of Johannesburg, 2019 · WES: Diploma