

Gustav T. Kumah

Web Developer & WordPress Specialist

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Portfolio: gustavtk.com  

PROFESSIONAL SUMMARY

Has spent over 11 years designing and building WordPress sites, and the past 6 building them for clients. Works on both the code and the server without a development team, and tracks problems down to their root cause before fixing them. Still looks after client sites when something comes up, such as downtime or plugin updates. Looking for a role as a WordPress developer, website manager or WordPress specialist.

HIGHLIGHTS

- 6 client sites designed & built
- 8 site migrations completed
- ~99% uptime across client sites

PROFESSIONAL EXPERIENCE

Freelance, Tema, Ghana - *Web Developer & WordPress Specialist* Jan 2020 – Present

Clients: MyNewsGH.com, ThePublisherOnline.com, NewsNyte.com, TolonRadio.com, CerenoHomesGhana.com, LeadParagraph.com, TechCabin.co.za

- Designed and built six client websites for news publishers, a radio station, a hospitality brand and an explainer site, and still host them and step in when they need maintenance.
- Keep client sites at roughly 99% uptime on a GridPane, Nginx and Cloudflare stack, with security hardening and offsite backups to AWS S3 and Backblaze, and handle outages and WP-CLI update runs as they come up.
- Cleaned a malware and spam infection off MyNewsGH.com, a high-traffic Ghanaian news site. Server load fell from over 100% CPU and 70% RAM to 11% CPU and 30% RAM.
- Moved MyNewsGH.com to a Hetzner cloud server (one of eight migrations so far), and have maintained it as needed for six years while it grew into one of the leading news blogs in Ghana.
- Found the cause of a database error that took ThePublisherOnline.com down every week for a month: a server disk that was nearly full. Resized the server over SSH, and the outages stopped for good.
- Fixed white screens, gateway errors and SSL failures for TechCabin.co.za and dailypopp.com, two publishers who reached out directly. TechCabin then signed on for maintenance as needed.
- One-off jobs: removed a malware infection from eananse.com and moved energynewafrica.com to a Hetzner cloud server.
- Every client has come through a referral from a previous one; the two longest have stayed for six and five years.

Self-Employed, Tema, Ghana - *WordPress Developer & Website Manager* 2015 – Present

Own sites: searchis.com, thenextpages.com, ideaspots.com

- Designed and built personal WordPress sites for over 11 years, keeping the structure, navigation, templates and internal links consistent as each one grows.
- Manage hosting, security, backups, page speed and uptime for the three sites with GridPane, Cloudflare, MalCare and Termius.
- Cut load times on searchis.com with caching and asset delivery changes in Perfmatters and LiteSpeed Cache.
- Plan topic clusters and internal links across the sites from keyword research in Ahrefs, Google Search Console and Google Analytics 4.

PROJECTS

Client Website Builds - *Website Design & Development*

- Designed and built six WordPress websites, still hosted and maintained as needed: MyNewsGH.com and ThePublisherOnline.com (Ghanaian news publishers), NewsNyte.com (general news), TolonRadio.com (a radio station's news site), CerenoHomesGhana.com (a hospitality brand's booking site) and LeadParagraph.com (money, housing and careers explainers with cost calculators).
- Technologies: WordPress, Web Design, Hosting, Maintenance

SmartLinker: WordPress Internal Linking Plugin - WordPress Plugin github.com/gustavtk/smartlinker

- A custom PHP plugin that adds internal links to articles based on set rules, so links no longer have to be placed by hand across a ten-site portfolio. Wrote the linking rules and logic, used Claude Code to speed up the build, then reviewed the code and staged and tested it across the sites before rollout. Version-controlled in Git and GitHub.
- Technologies: PHP, WordPress, Git & GitHub, Claude Code

CERTIFICATIONS

- **Full-Stack Engineer**, Codecademy - *Professional Certification* May 15, 2025
Passed all 5 exams: Web Development Foundations, Building Interactive Websites, Front-End Development, Back-End Development, Full-Stack Development.
Credential ID: 8ECC9AE9-8
Verify: www.codecademy.com/profiles/gustavtk/certificates/ffd0f42cce1a44e9a0108b365047a0a6

EDUCATION

IPMC Ghana - <i>Diploma in Software Engineering</i>	Feb 2014 – Feb 2015
JOMACS - <i>Full-Stack Web Development</i>	Jul 2024 – Mar 2025
Scrimba - <i>Software Engineering</i>	Jan 2025 – Feb 2025

PROFESSIONAL SKILLS

- Web Design & Development:** Website design and development, PHP, JavaScript, HTML5, CSS3, responsive web development, landing pages and reusable components, custom plugin and theme development, Git and GitHub, command-line server administration
- WordPress:** WordPress CMS administration, compatibility-tested core, theme and plugin update runs, WP-CLI, multi-site portfolio management, editorial workflow, site architecture and navigation
- Security & Reliability:** Security hardening, malware detection and removal, backups and disaster recovery, uptime monitoring, incident troubleshooting, root cause diagnosis, website migrations
- Performance:** Page speed work, caching configuration, database tuning, CDN configuration, image and asset delivery, server resource management
- AI-Assisted Development:** Claude Code, GitHub Copilot, ChatGPT, code review and testing of AI-generated code before deployment, custom internal tooling and plugin development
- Hosting & Infrastructure:** Cloudflare (CDN and DNS), GridPane, Hetzner cloud servers, Nginx, LiteSpeed and LiteSpeed Cache, cPanel, Ubuntu, AWS S3, Backblaze
- Technical SEO & Analytics:** Google Search Console, Google Analytics 4, Google Tag Manager, site audits covering crawl errors, indexing issues, broken links and redirects, internal linking, keyword research, on-page optimization, topic clusters
- Professional:** Works independently, attention to detail, handles competing priorities without close supervision, remote collaboration, English (fluent)
- Tools:** WordPress, WP-CLI, Cloudflare, GridPane, Hetzner, Nginx, LiteSpeed, LiteSpeed Cache, cPanel, Ubuntu, Perfmatters, MalCare, AWS S3, Backblaze, Git, GitHub, Claude Code, GitHub Copilot, ChatGPT, Termius, Transmit, Google Search Console, Google Analytics 4, Google Tag Manager, Ahrefs, Google Keyword Planner
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