



# Haniel COMPAORÉ

31 years old

## WordPress Integrator & SEO Consultant

- +41 77 216 39 45
- haniel.compaore@gmail.com
- Chemin des Lilas 2D, 1020  
Renens, Switzerland
- French
- /haniel-compaore
- haniel-compaore.com
- Driver's License

## SOFTWARE SKILLS

- WordPress**  
Elementor, Beaver Builder, Divi,  
WooCommerce, ACF, RankMath SEO,  
WPML, WP Rocket, Gravityforms,  
Wordfence.
- Webflow**
- SEO Tools**  
Search Console, Google Tag Manager,  
Google Analytics, Looker Studio, Semrush,  
Seobserver, 1.fr, Yourtext.Guru, Haloscan,  
Surfer SEO.
- AI Tools**  
Advanced proficiency in artificial  
intelligence tools such as ChatGPT,  
Perplexity, and Midjourney.
- Adobe Suite**  
Illustrator, Photoshop, Indesign, Premiere  
Pro, After effects, Adobe XD
- Programming**  
PHP, HTML5, CSS3, JavaScript (ES6+)
- Server management**  
Managed MySQL databases, web hosting  
configuration, SSL certificates, FTP access,  
email accounts, and domain names.

## PROFESSIONAL PROFILE

For over 9 years, I have been developing high-performing WordPress solutions, combining technical optimization, SEO, and user experience. Passionate about my work, I enjoy learning from colleagues and partners, and I am committed to actively sharing my knowledge to contribute to the growth and success of the teams I work with.

## PROFESSIONAL EXPERIENCE

Bella\&Co – Geneva, Switzerland

### SEO Expert & WordPress Integrator

01/2025 – Present

- SEO** : Developed and implemented SEO campaigns to increase visibility and organic traffic, created and structured optimized content, performed onsite and offsite optimization, managed link-building campaigns, and monitored SEO performance.
- Website Creation & Redesign** : Designed and integrated custom WordPress websites, with advanced use of the Elementor page builder. Performed regular maintenance and updates to ensure site reliability and scalability.
- Hosting Management** : Managed domain names, email accounts, hosting, and FTP access on the Infomaniak platform.

Kairos Agency (formerly WSI Digitech) – Geneva, Switzerland

### WordPress Developer / Integrator & SEO Consultant

09/2024 – Present

- Website Creation & Redesign** : Integrated WordPress websites (showcase sites, e-commerce stores, and custom projects) for demanding clients, including high-end businesses. Each site was developed according to precise specifications and high standards, with attention to every detail. This experience has allowed me to refine my skills and ensure the delivery of high-performing, high-quality websites on time. Over 11 months, I have created more than 10 WordPress sites, including 3 with WooCommerce.
- Maintenance & Optimization** : Managed regular updates, resolved bugs, and optimized website usability and performance. Installed, configured, and maintained essential plugins, with special attention to site security using Wordfence and spam management via Turnstile (Cloudflare).
- Search Engine Optimization (SEO)**: Implemented comprehensive SEO strategies, including performance analysis, content structuring and creation, onsite and offsite optimization, and link-building campaigns (backlink acquisition and advanced techniques such as ninjalinking).
- Custom Plugin Development**: Developed custom WordPress plugins to address specific challenges encountered during website integration, providing tailored functionality for each project.
- Technical Support & Client Assistance**: Conducted testing and validation before launch, deployed websites, and trained clients in using WordPress.
- Hosting Management**: Managed Infomaniak hosting environments, including DNS, domain names, email accounts, and FTP access.

TEK Consulting & Services – Geneva, Switzerland

### WordPress Integrator & SEO Consultant

07/2023 - 06/2024

- Website Creation & Redesign**: Designed and redesigned 17 websites for TEK Investment Group companies in 11 months, significantly improving their online presence and visibility.
- SEO Strategy & Digital Content**: Developed and implemented SEO strategies, including keyword research, onsite/offsite optimization, and management of link-building campaigns, improving site rankings and increasing organic traffic.
- Project & Content Management**: Supervised multiple web projects simultaneously, ensuring deadlines were met and deliverables were of high quality.
- Ads Campaign Management**: Planned and managed Google Ads campaigns.

LANGUAGES

- French

Native Language
- English

B1-B2 Level
- Spanish

Beginner Level

REFERENCES

Antonella BELLATON

Bella&co - Communication Agency

Directrice

Geneva, Switzerland

+41 78 400 56 03

antonella@bellaetco.com

Chadi EL MASRI

Kairos Agency - Web Agency

CEO

Rte de Pré-Bois 20,

Geneva, Switzerland

+41 79 550 12 55

cem@kairos-agency.ch

Alain Michel TEKPO

TEK Consulting & services

CEO

9 rue Chantepoulet,

Geneva, Switzerland

+41 78 894 24 27

info@tek-consulting-services.ch

HOBBIES



Webcrea74 - Web Agency - Annecy, France

Owner / WordPress Developer

2016 - Present

- **Overall Agency Management:** Founded and fully managed Webcrea74, overseeing over 100 projects for small and medium-sized businesses, covering all digital communication and web marketing needs.
- **Website Design & Redesign:** Developed numerous WordPress showcase and e-commerce sites, integrating custom solutions to optimize user experience and conversion while meeting clients' graphic and technical requirements.
- **SEO Strategies & Digital Support:** Planned and implemented personalized SEO strategies, conducted audits, optimized semantic and technical aspects, and provided ongoing support to improve rankings, organic traffic, and long-term brand visibility.
- **Visual Identity & Print Design:** Designed logos, brand guidelines, brochures, flyers, and printed communication materials, ensuring consistent brand image across all media.
- **Video Production & Motion Design:** Produced explainer and promotional videos in motion design, from scripting to animation, to showcase client products/services or train teams.
- **Social Media & Digital Content:** Managed social media accounts, engaged communities, planned editorial calendars, created engaging content (text, visuals, videos), and performed analytics and reporting.
- **Comprehensive Digital Consulting:** Provided personalized guidance on all aspects of clients' digital communication—web, SEO, visual identity, social media, print, and video—offering strategic advice and ongoing support.

EDUCATION & QUALIFICATIONS

Self-study via Openclassroom - MOOC

SEO Training

2023

Self-study via Openclassroom - MOOC

PHP et MySQL Training

2015

Self-study via Openclassroom - MOOC

Illustrator Training

2014

Charles Poncet High School – Cluses, France

High School Diploma - Marketing Track

2012

Self-study via Openclassroom - MOOC

WordPress Training

2016

Self-study via Openclassroom - MOOC

HTML and CSS Training

2015

Self-study via Openclassroom - MOOC

Photoshop Training

2014

SOFT SKILLS

- Maintained effective and transparent communication with clients, colleagues, and partners to ensure project success.
- Ability to manage multiple projects simultaneously with precision and attention to detail.
- Strong willingness to continuously develop and acquire new skills, especially in emerging technologies.
- Active curiosity and constant monitoring of web, SEO, and WordPress trends.
- Ability to lead projects independently, ensuring efficiency and achievement of objectives.
- Skilled at identifying and solving complex problems through an analytical approach.
- Experienced in managing deadlines and coordinating stakeholders.
- Methodical integration of artificial intelligence into projects to optimize processes and improve results.