



DEVLYN CHELIN

SENIOR WEB DEVELOPER

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PROFILE

I am a self-taught web developer with a foundation in PHP, JavaScript, HTML, CSS, and MySQL. My passion for creativity and problem-solving drives me to expand my skills and explore new technologies. What began as an interest in digital design evolved into mastering custom WordPress development and building user-centric web applications. My background includes working across industries such as hospitality and travel, gaining experience in customer service, content creation, and social media management. These experiences have strengthened my ability to communicate clearly, think creatively, and deliver effective solutions in both technical and client-facing roles.

WORK EXPERIENCE

SENIOR WEB DEVELOPER

WOWW (PTY) LTD

FEBRUARY 2024 - PRESENT

Developing of multiple bespoke websites at top Cape Town based agency for national and international clients. Working with Elementor, Gutenberg Blocks, ACF, Jet Engine, Crocoblock and developing websites using PHP, JavaScript, HTML and CSS.

RESPONSIBILITIES

- Lead the end-to-end development of custom WordPress websites with a focus on speed, accessibility, and long-term maintainability.
- Develop custom plugins using PHP to meet unique client requirements and extend WordPress functionality.
- Conduct and lead meetings with clients to gather technical requirements, present solutions, and ensure alignment throughout the project lifecycle.
- Manage full project timelines, from initial scoping through to launch, ensuring deliverables are met on time and to specification.
- Lead internal meetings with junior developers, provide technical mentorship, delegate tasks, and ensure development standards are maintained.
- Set up Google Search Console, Google Analytics, and foundational SEO for new websites to support search visibility and performance tracking.
- Collaborate with designers, content strategists, and marketing specialists to deliver cohesive and high-performing websites.
- Write clean, responsive front-end code using HTML, CSS, and JavaScript, and build custom database logic and queries using MySQL.
- Oversee task planning and sprint reviews in Agile workflows, proactively identifying and resolving bottlenecks.

MAJOR CLIENTS WORKED WITH

[PCS](#), [World Volunteer](#), [Gatsheni Advisory](#), [Blok](#), [Agrico](#), [Baobab Foods](#), [Rubli](#), [Shareforce](#), [MyMobile](#), [Lumenii](#)

www.woww.co.za

BRAND CANDY (PTY) LTD

JUNE 2022 - FEBRUARY 2024

Developed a range of bespoke WordPress websites at a leading Durban-based digital agency, delivering solutions for both national and international clients.

RESPONSIBILITIES

- Developed custom WordPress websites with a focus on usability, performance, and clean code implementation using PHP, HTML, CSS, JavaScript, and MySQL.
- Created and maintained custom plugins to support project-specific requirements, ensuring code was scalable and well-documented.
- Collaborated with project managers and designers to translate client needs into functional, user-friendly digital experiences.

LANGUAGES

PHP
JAVASCRIPT
HTML
CSS
MYSQL

TECH & PLUGINS

WORDPRESS
FIGMA
ADOBE ILLUSTRATOR
CANVA
GRAVITY FORMS
CROCOBLOCK
ELEMENTOR
JET ENGINE
ACF
WORDFENCE
YOAST SEO
WP ROCKET
ASANA
TRELLO
CLICKUP
MONDAY.COM

AWARDS

LINKEDIN PYTHON ASSESSMENT BADGE

Top 30% of 3 Million people
who took the assessment.

LINKEDIN CSS ASSESSMENT BADGE

Top 5% of 1.4 Million people
who took the assessment.

- Participated in client meetings to support project managers in explaining technical solutions, clarifying requirements, and gathering feedback.
- Delivered monthly training workshops to junior developers and project managers to improve internal technical understanding and workflow alignment.
- Assisted in setting up foundational SEO elements, Google Search Console, and Google Analytics tracking for new site builds.
- Contributed to internal process improvements and documentation of development standards.
- Provided ongoing support for live websites, including bug fixes, feature enhancements, and performance optimization.

MAJOR CLIENTS WORKED WITH

[Wonder](#), [Efekto](#), [Meelu](#), [Marshall's Security](#), [Innovate Durban](#), [Babanango Valley Lodge](#), [The Hub](#), [Silkhouse](#), [Mr Price](#), [Plantland](#), [Nest Designs](#), [Woodbender](#)

www.brandcandy.co.za

ASHLEY JADE (PTY) LTD

JULY 2020 - JUNE 2022

Initially joined the company as a dedicated designer and print division operator, producing high-quality branded materials for multiple in-house brands. Promoted to Head of Department within eight months, overseeing a team of 12 employees across design, print production, and digital. Managed and developed the main e-commerce website for Diamond Dot, while also building and maintaining the websites for the company's international branches in China and Belgium. Played a key role in elevating the brand's online presence through custom WordPress development and hands-on creative direction.

RESPONSIBILITIES

- Operated and managed the print production division, ensuring consistent output of high-quality branded materials across multiple in-house brands.
- Designed a wide range of marketing assets including packaging, product displays, catalogues, and in-store promotional material.
- Promoted to Head of Department within eight months, responsible for leading a team of 12 across design, print, and digital functions.
- Oversaw daily departmental operations, task delegation, and workflow planning to ensure project deadlines were met efficiently.
- Managed and developed the company's main e-commerce website for the Diamond Dot brand, implementing design, layout, and custom functionality.
- Built and maintained the international websites for the company's China and Belgium branches, ensuring consistency with the global brand.
- Collaborated with sales and marketing teams to align digital content with seasonal campaigns and promotional goals.
- Led internal meetings and status updates to keep teams aligned on design, production, and web development tasks.

REFERENCES

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WENDY SAINT SLATER

Saint Slater
CEO & Founder
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TECHNICAL PROJECT MANAGER & ACCOUNT MANAGER

IKIND (PTY) LTD

JUNE 2017 - JULY 2020

Built and maintained strong client relationships while managing multimedia project lifecycles using Waterfall methodologies. Oversaw team operations, improved office workflows, implemented internal systems, and led website development and maintenance efforts.

RESPONSIBILITIES

- Liaise with clients to define project scope, objectives, and key deliverables.
- Manage the full project lifecycle, including planning, execution, tracking, and successful project completion.
- Provide regular progress updates and feedback to clients, ensuring a positive and transparent project experience.
- Create and implement project strategies aligned with client goals and brand direction.
- Oversee the production process, ensuring all milestones and deadlines are met.
- Source and organize project materials, assets, and content as needed.
- Manage and support the design and marketing teams, fostering clear communication and effective collaboration.
- Ensure the final project is delivered on time, within budget, and to the expected standard of quality.
- Perform minor website updates, content publishing, and front-end adjustments to support ongoing project needs.
- Assist with junior-level development tasks to maintain workflow efficiency across multiple projects.
- Manage website hosting environments using cPanel and WHM, including setting up new accounts, configuring server settings, and monitoring performance.
- Handle domain management and DNS configurations, including propagation, redirects, email routing, and SSL installations.
- Perform regular file management and site migrations, including backups, restorations, and troubleshooting server-related issues.

MAJOR CLIENTS

[Signature Cosmetics](#), [Oyster Box Hotel](#), [Beverly Hills Hotel](#), [Ridgemont Highlands](#), [Durbans Best](#), [Summerhill Stud](#), [Hartford House](#), [Fenestra Asset Management](#), [Jackie Cameron School of Food & Wine](#), [Bonakude Consulting](#)

www.ikind.co

ACHIEVEMENTS

BNI Best Presentation Award 2020
Best 60 Second Business Presentation Award