

TUMELO ALFRED RATHEBE



TECHNICAL SEO | DIGITAL PERFORMANCE | WEB DEVELOPMENT | CREATIVE DESIGN

Hybrid digital specialist who designs, builds, optimises and measures.



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LOCATION

Johannesburg, South Africa



PORTFOLIO

www.alphadogrsa.co.za



LINKEDIN

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PROFESSIONAL PROFILE

Hybrid digital specialist combining web development, technical SEO, AIEO, analytics reporting and creative design to build digital experiences that look strong, function cleanly, rank better and give teams clearer insight into what drives results.

POSITIONING

Design
Build
Measure

Technical SEO, digital performance, web development and brand-conscious interface work in one operating lane.

IMPACT SNAPSHOT



SEO

Search Visibility

Audits, indexability, on-page alignment, keyword intent and AI-search readiness.



BUILD

Web Execution

Landing pages, WordPress, front-end UI, APIs, WebSockets and responsive



DATA

Reporting Systems

Search Console reporting, dashboards, KPI logic and insight-ready



DESIGN

Creative Direction

Brand systems, campaign assets, interface polish and conversion-focused

CORE EXPERTISE

Technical SEO

On-Page SEO

Keyword Research

AIEO / AEO

Content Optimisation

Core Web Vitals

Conversion UX

Analytics Reporting

API Integrations

Brand Systems

TOOLS & TECHNOLOGIES

Google Search Console

Google Analytics

RankMath

PageSpeed Insights

HTML5

CSS

JavaScript

WordPress

APIs

WebSockets

Photoshop

Illustrator

PROFESSIONAL EXPERIENCE

Developer / Designer

KingdomBlue

Feb 2025 - Present

- Implemented technical SEO and performance optimisation to improve rankings, indexability, Core Web Vitals and user experience.
- Conducted SEO audits, keyword research and content optimisation across commercial pages and trust-building content.
- Applied AIEO principles so content could perform better across traditional search and AI-generated answer surfaces.
- Developed landing pages, UI components and dynamic functionality using APIs, WebSockets and WordPress.
- Designed conversion-focused marketing assets, document layouts and web visuals aligned with campaign goals.

IT Technician

The Creatives Department

Sep 2024 - Feb 2025

- Provided technical support, troubleshooting and system maintenance for day-to-day digital operations.
- Developed analytics dashboards and reporting tools that improved visibility into website and campaign performance.
- Improved website functionality and performance through practical technical fixes and front-end support.



TUMELO RATHEBE

Portfolio-matched CV | Experience, Projects & Toolkit

EARLIER EXPERIENCE

IT Technician

2023 - 2024

Royal Bafokeng Holdings

- Delivered IT support, troubleshooting and malware prevention to improve operational stability.
- Improved system performance through maintenance, monitoring and practical technical fixes.
- Designed digital assets that supported communication, documentation and internal presentation needs.

Web Developer

2022 - 2023

Chaos Kulture

- Developed and maintained websites with front-end updates, troubleshooting and practical web support.
- Managed basic networking, technical support and multimedia design needs across client-facing work.
- Combined web build skills with design execution for campaigns, website visuals and content assets.

SELECTED PROJECTS & CASE STUDIES

ANALYTICS + REPORTING SYSTEM

KingdomBlue Life Report Generator

Flask-based reporting workflow that pulls Search Console data, tracks KPIs, stores history and turns search performance into stakeholder-ready outputs.

Python Flask Search Console Excel

INVESTMENT INTELLIGENCE PLATFORM

AURA

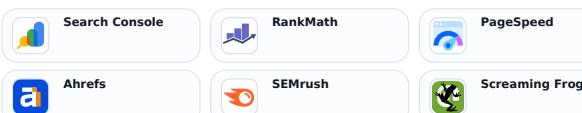
AI-driven platform concept with dashboards, signal analysis, search, alerts, watchlists, portfolios and report-ready market intelligence surfaces.

Next.js FastAPI Signals Dashboards

TOOLKIT

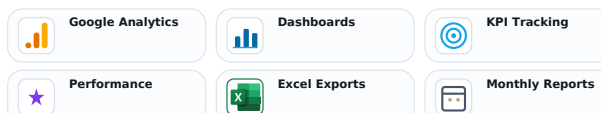
SEO AND SEARCH

Google Search Console, RankMath, PageSpeed Insights, Ahrefs Basic, SEMrush Basic, Screaming Frog Basic



ANALYTICS AND REPORTING

Google Analytics, KPI tracking, dashboards, performance reviews, Excel exports, monthly reporting



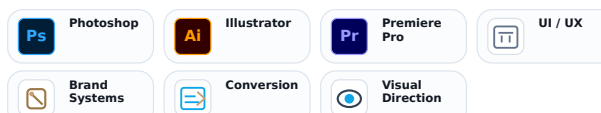
DEVELOPMENT

HTML5, CSS3, JavaScript, WordPress, APIs, WebSockets, responsive front-end, landing pages



CREATIVE AND UX

Photoshop, Illustrator, Premiere Pro, UI/UX, brand systems, conversion layouts, visual direction



EDUCATION

National Certificate (Vocational) - IT & Computer Science

Orbit TVET College

Senior Certificate

Bafokeng High School

