

Nathan Mabasa

Senior Web Developer | WordPress & PHP | 7+ Years' Experience

hello@nathanmabasa.com · 069 167 8332 · linkedin.com/in/nyikonathan-mabasa · Johannesburg, South Africa

PROFILE

Senior web developer with seven years of agency, in-house, and freelance experience across WordPress, PHP, and frontend development. I've worked across the full project lifecycle — from scoping and architecture through to build, QA, and handover — for digital agencies, marketing firms, and direct clients. My BCom in Marketing Management gives me a useful commercial perspective: I think about what a site needs to do for a business, not just how it works under the hood. I write clean, maintainable code, communicate clearly with non-technical stakeholders, and take ownership of my work from first commit to final delivery.

SKILLS & TECHNOLOGIES

Languages & Frameworks: PHP (OOP & procedural), JavaScript, jQuery, Python, HTML5, CSS3 / SASS

WordPress: Custom theme & plugin development, WooCommerce, ACF, Elementor, REST API

Backend & Data: MySQL, SQL, REST APIs, cURL, Apache / Nginx basics

Tooling & Workflow: Git, GitHub, VS Code, Linux terminal, cPanel / hosting environments

Digital Marketing: On-page SEO, Technical SEO, SEMrush, Google Analytics basics

Security: SIEM tools, IDS, network security fundamentals, OWASP awareness

EXPERIENCE

Senior Web Developer — 3J

2025 – 2026

Full-stack web development in a fast-paced agency environment

- Developed and maintained WordPress-based client sites, building custom themes and plugins to meet varied project briefs.
- Wrote PHP backend logic for web applications, including API integrations, data processing, and admin tooling.
- Collaborated with designers and project managers to deliver front-end work to spec — HTML5, CSS3, JavaScript — across desktop and mobile breakpoints.
- Took ownership of code quality and deployment processes, conducting peer reviews and maintaining version control discipline via Git.
- Contributed to scoping and technical planning discussions, translating client requirements into achievable development tasks.

Senior Web Developer — Howzit Digital

2024 – 2025

WordPress and PHP development for a digital marketing agency

- Built bespoke WordPress sites for agency clients, handling everything from theme architecture to plugin customisation and WooCommerce configuration.
- Developed PHP-driven features and integrations — CRM connectors, payment gateways, lead capture pipelines — tailored to each client's tech stack.
- Worked closely with the marketing team to implement SEO requirements at a technical level: schema markup, Core Web Vitals improvements, and structured data.
- Managed multiple concurrent client projects, maintaining clear communication with internal stakeholders and external clients throughout.
- Supported junior developers with code reviews, troubleshooting, and onboarding to agency tooling and workflows.

Senior Web Developer — The Human Resource

2022 – 2024

In-house web development supporting HR technology and digital presence

- Led development of the company's web properties, building and maintaining WordPress-based platforms used internally and by external clients.
- Built custom PHP applications and internal tools to support HR workflows, including data capture forms, reporting dashboards, and user management systems.
- Implemented front-end interfaces using HTML5, CSS3 and JavaScript, ensuring accessibility and cross-browser compatibility.
- Managed third-party API integrations — connecting web platforms with HR software, email systems and CRM tools.
- Handled ongoing site maintenance, security updates, and performance optimisation across all managed platforms.

Web Developer — 100 Degrees

2020 – 2022

WordPress development and frontend work at a creative digital agency

- Delivered WordPress websites for clients across retail, lifestyle, and professional services sectors — managing projects from brief through to launch.
- Developed custom themes and built out frontend templates using HTML5, CSS3, JavaScript and PHP, working from designer-supplied mockups.
- Configured WooCommerce for e-commerce clients, setting up product catalogues, payment methods and shipping rules.
- Assisted with technical SEO implementation — site speed optimisation, image compression, clean URL structures and metadata management.
- Grew into more complex PHP and backend work over the course of the role, taking on API integrations and custom plugin development.

Freelance Web Developer — Self-Employed

2019 – Present

Ongoing independent contracting alongside full-time roles, serving direct clients

- Built and maintained WordPress sites and PHP applications for SME clients on a project and retainer basis.
- Handled full client relationships independently — scoping, quoting, delivery, and post-launch support.
- Developed custom plugins, booking systems, and membership tools for clients requiring functionality beyond off-the-shelf solutions.

EDUCATION

BCom — Marketing Management — Richfield Graduate Institute of Technology

2019

NQF Level 7 | SAQA ID: 84948 | CHE-accredited | Braamfontein Campus, Johannesburg

CERTIFICATIONS

Google Cybersecurity Professional Certificate — Coursera / Google

Oct 2024

8-course programme — Python, Linux, SQL, SIEM, IDS, threat analysis and network security.

Digital Marketing for SMBs Certification — SEMrush Academy

2022

SEO Fundamentals — SEMrush Academy

2022

Technical SEO — SEMrush Academy

2022

References available on request