

Natalja Jekimova

WordPress Website Specialist. Graphic & Digital Designer

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Estonia, European Union (Remote)



Summary

Web designer specialising in WordPress websites and WooCommerce stores, with a background in graphic design. I handle the full process – from visual concept and layout to a live, working website with analytics connected. Additionally experienced in basic SEO, Google Ads, and content management.

Skills

WEB & DIGITAL

- WordPress website building & management
- HTML / CSS customisation
- On-page SEO optimisation
- Google Ads campaign setup & management
- Google Tag Manager & analytics integration
- Google Analytics

GRAPHIC DESIGN

- Print Design
- Marketing materials
- Logo Design
- Book & magazine cover design
- Photo Manipulation

Tools

- WORDPRESS
- WOOCOMMERCE
- HTML / CSS
- FIGMA
- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP
- CORELDRAW
- GOOGLE ADS
- GOOGLE ANALYTICS
- GOOGLE TAG

Experience

| YEAR             | POSITION                                                                                                                                                                                                                                                                                                                                                     | COMPANY                                   |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| Jan 2021–present | <b>WordPress Website &amp; Google Ads Specialist</b><br>Part-time · Remote                                                                                                                                                                                                                                                                                   | <u>Progressor</u><br><u>Õigusbüroo OÜ</u> |
|                  | Built the company WordPress website based on an existing design and manage ongoing content updates and basic technical maintenance. Optimised on-page SEO: keyword research, headings, metadata, internal linking, and article structure.<br>Set up and launched Google Ads campaigns from scratch: keyword research, ad text writing and budget management. |                                           |

|                       |                                                                                                                                                                                                                                                                                                                                                      |                     |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Mar 2024–<br>May 2026 | <b>WordPress Website &amp; Marketing Design Specialist</b><br>Part-time · Remote                                                                                                                                                                                                                                                                     | <u>Valamulli OÜ</u> |
|                       | <p>Designed and built company WordPress website end-to-end: structure, layout, and launch. Managed content updates and technical maintenance.</p> <p>Supported basic on-page SEO; configured and monitored Google Analytics.</p> <p>Produced print-ready promotional materials: outdoor signage, branded merchandise (bags, coasters, T-shirts).</p> |                     |
| 2011–2021             | <b>Freelance Graphic Designer &amp; WordPress Specialist</b><br>Freelance                                                                                                                                                                                                                                                                            |                     |
|                       | <p>Designed visual materials for small businesses and individual clients: logos, flyers, brochures, business cards, book covers and promotional graphics.</p> <p>Built responsive WordPress websites using themes and plugins; applied custom HTML/CSS adjustments as needed.</p>                                                                    |                     |
| 2008–2010             | Family-related career break.                                                                                                                                                                                                                                                                                                                         |                     |
| 2005–2008             | <b>Graphic Designer</b><br>Full time · On site                                                                                                                                                                                                                                                                                                       | <u>Indrias OÜ</u>   |
|                       | <p>Designed print materials for small business clients, including business cards, flyers, brochures, booklets, calendars and other promotional products.</p> <p>Managed the full design-to-print workflow, including client communication, layout design, file preparation, prepress checks and final digital print production.</p>                  |                     |

## *Courses & Education*

|            |                                                                                           |
|------------|-------------------------------------------------------------------------------------------|
| 2024, 2025 | <b>Google Ads Online Training</b> – Igor Ivitskiy’s Google Ads School                     |
| 2022       | <b>SEO Optimisation</b> Online courses – Udemy, Coursera                                  |
| 2003–2005  | <b>Vocational Education in Multimedia Technologies</b> – Narva Vocational Training Centre |

## *Languages*

English – B2  
Estonian – B2  
Russian – Native