

• AVAILABLE FOR FREELANCE &  
CONTRACT WORK



# Matthew *Proudfoot.*

WORDPRESS DEVELOPER ·  
PROJECT MANAGER

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## BIOGRAPHY

### More than a *developer.*

WordPress Developer and Digital Product Creator with deep expertise in web design, UX/UI, custom WordPress builds, WooCommerce, SEO, app development, and long-term technical support. Skilled in building modern, clean, high-converting websites for businesses across wellness, fitness, education, e-commerce, NGOs, IT, and corporate sectors.

*When I'm not building websites, you'll find me at the gym, tinkering with Arduino projects, working through a new Udemy course, or listening to music. Growth — personal and professional — is the constant.*

# The full *story*.

MONKEY & RIVER

Nov 2022 – Present

## Conductor & Lead Developer

CURRENT

Web development agency delivering high-performance WordPress websites across multiple industries. I joined in November 2022 as an intern designer, taking on small website designs and QA responsibilities while building my WordPress foundations. The turning point came when The Cheese Has Moved approached Monkey & River to develop the new Fedhealth website — one of South Africa's largest medical aid schemes. I took on the project as a solo developer, and its success significantly raised my profile within the company, leading to expanded client responsibilities and my promotion to Conductor (Project Management) in mid-2024.

- ◆ Grew from intern designer to Conductor & Lead Developer within two years
  - ◆ Built 20+ custom WordPress websites across healthcare, finance, NGO, corporate, and e-commerce sectors
  - ◆ Led teams of developers, managing version control, code reviews, and production migrations
  - ◆ Solo-developed the Fedhealth website — a landmark project that established my reputation at the agency
  - ◆ Handled SEO, maintenance plans, hosting migrations, and troubleshooting across the client portfolio
  - ◆ Created client documentation systems for clean post-handover management
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## Co-Founder & Digital Strategist

COMPLETED

Specialist online wellness counselling practice offering mental health support across South Africa.

- ◆ Built the full website, booking flow, pricing system, and brand identity from scratch
- ◆ Developed educational blog content and an Instagram growth strategy
- ◆ Built NoteWell — an AI-powered practice management SaaS for healthcare professionals, reaching 30 beta users
- ◆ Structured corporate wellness packages to support business development

## WordPress Developer & Designer

ONGOING

Independent web development and design work for clients across South Africa, begun a year before joining Monkey & River.

- ◆ Delivered projects for clients in IT, NGO, consulting, and corporate sectors
- ◆ Subcontracted through agencies for enterprise-level builds
- ◆ Full-service offering: design, development, SEO, maintenance, and technical documentation

## Immunology & Molecular Technician

PRIOR CAREER

A six-year career in clinical laboratory science — from administrative and specimen processing roles through to qualified Immunology Technician and Night Staff Molecular Technician. In 2022, I made a deliberate decision to transition into software development, combining self-taught skills with hands-on learning to build an entirely new career from the ground up.

- ◆ Processed patient samples, quality controls, and managed reagent stock across Immunology and Molecular departments
- ◆ Operated and maintained a range of high-complexity analysers including Abbott Alinity, Roche 6800, GeneXpert, BioFire, and BDMax
- ◆ Identified and followed up on abnormal results with senior staff and pathologists
- ◆ Assisted the Immunology IT department with the Meditech system upgrade (Expanse workgroup, 2020)
- ◆ Ensured compliance with laboratory accreditation standards throughout all roles

# What I *build*.

## WEB DEVELOPMENT

- WordPress & Elementor
- WooCommerce
- Custom Post Types & Taxonomies
- Custom PHP Theme Development
- HTML, CSS, JavaScript
- GSAP Animations
- API Integrations
- Headless WordPress / Next.js
- Mobile-first & Responsive Design
- Yoast SEO (Technical & On-Page)

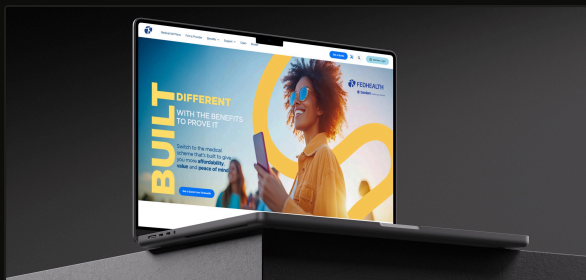
## APP DEVELOPMENT

- Lovable (AI App Builder)
- Bubble.io (Production Apps)
- FlutterFlow (Active Learning)
- Complex Form Logic
- LMS Integration
- User Flow & Engagement Design
- Workout & Analytics Features

## BUSINESS & STRATEGY

- Project Management
- Team Leadership & Code Review
- Client Communication
- Technical Documentation (SOPs)
- Maintenance & Support Plans
- Workflow Automation
- Brand & Visual Identity
- UX/UI Planning & Wireframing

# Projects that *matter*.



## Fedhealth

Full website build and 2026 brand refresh for one of South Africa's largest medical aid schemes. Led a team of three developers through a complex 30GB+ site migration.

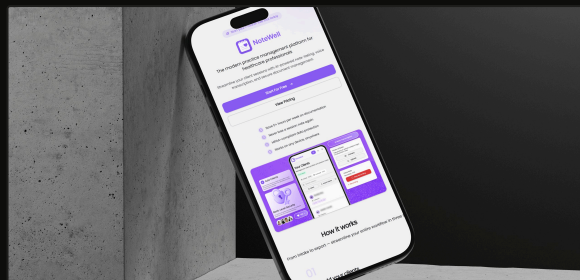
WORDPRESS

ELEMENTOR

GSAP

API

TEAM LEAD



## NoteWell

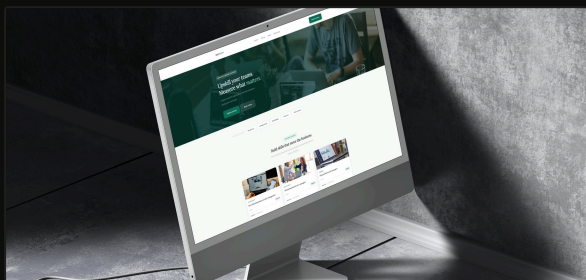
AI-powered practice management SaaS for South African therapists. Voice transcription, smart session notes, POPIA-compliant security. Built with Lovable. Currently in beta with 30 users.

LOVABLE

SUPABASE

AI

SAAS



## ApexLearn

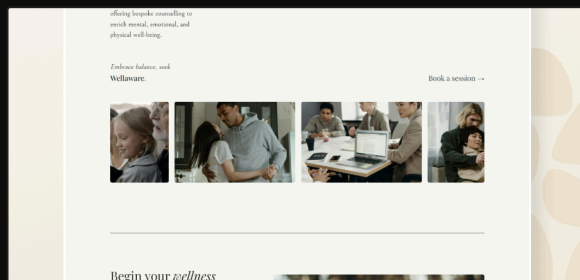
Custom WordPress LMS theme built entirely from scratch — no page builder, no plugins. GSAP animations, AJAX filtering, custom CPTs, and AI-assisted development throughout.

CUSTOM PHP

GSAP

AJAX

AI DEV



## Wellaware

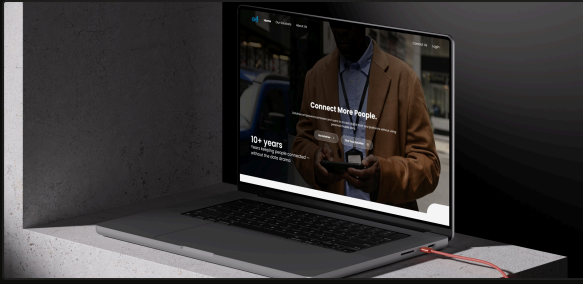
Full brand, website, and booking platform for an online wellness counselling practice. WooCommerce, Payfast, and Google Calendar integration.

WORDPRESS

WOOCOMMERCE

PAYFAST

BRANDING



## Datafree

Modern redesign for a South African telecom innovator. Custom intelligent form routes users to their ideal product while generating qualified leads.

WORDPRESS

ELEMENTOR

ANIMATIONS

FORMS



## Chargo Group

Unified digital presence for a multi-company South African group spanning boutique hotels, game reserves, farm stalls, KFC franchises, and an online store.

WORDPRESS

WOOCOMMERCE

CUSTOM FORMS

MULTI-SITE

## TECHNICAL STACK

# Tools of the *trade.*

### WEB

WORDPRESS

ELEMENTOR

WOOCOMMERCE

PHP

HTML

CSS / BEM

JAVASCRIPT

GSAP

NEXT.JS

TYPESCRIPT

### APPS

LOVABLE

BUBBLE.IO

FLUTTERFLOW

### TOOLS

FIGMA

ADOBE SUITE

GOOGLE ANALYTICS

YOAST SEO

CPANEL

LOCAL BY FLYWHEEL

# How I *grow.*

PRETORIA BOYS HIGH SCHOOL

Pretoria

## Grade 12

- ◆ English · Afrikaans · Mathematics Literature · Physical Science · Life Sciences · Art · Life Orientation

IMMUNOLOGY TECHNICIAN

2019

## Professional Qualification

QUALIFIED

Qualified Immunology Technician — obtained through clinical practice at AMPATH Laboratories.

SELF-DIRECTED LEARNING

2021 – Present

## WordPress, JavaScript, UI/UX & Beyond

Self-directed learner who built foundational and advanced development skills through hands-on project work and independent study. The work in this portfolio speaks to the outcome of that approach better than any certificate could.

LANGUAGES

# How I *communicate.*

### ENGLISH

First language · Professional proficiency

### AFRIKAANS

Second language · Conversational proficiency