

# Lonis Kwacke

Vancouver BC, Canada | Lonis712@hotmail.com | lonisk.com || linkedin

## EXPERIENCE

### Marketing Automation Specialist | BrandLabz - January 2025 - Present

- Automate marketing campaigns with email, whatsapp, and forms with make and manychat
- Manage clients CRM for smooth business operations and incorporating forms with sites
- Building out email marketing campaigns and ad campaigns

### Freelance Web Developer - March 2021 - December 2024

- Created custom web applications with a focus on SEO and minimalist and modern UI/UX
- Built full-stack applications using Next.js, Stripe, and Clerk

### Lead Frontend Developer | Blueprint Media House - August 2019 - February 2021

- Built and optimized conversion-focused websites for international clients
- Developed scalable websites with WordPress and React applications with modern UI
- Designed and implemented SEO-optimized, performance-driven UIs

## Projects

### Buyify — Next.js eCommerce App

Powered by Next.js 15, TypeScript, Framer Motion, and Stripe, offering secure authentication.

### CacaoTalk — Real-Time Chat App

Seamless messaging, secure authentication, and cloud media storage. Built with React, Vite, Socket.io, and Zustand..

## Education

### Independent Studies & Skill Development

September 2024 - Present

Focused on expanding my knowledge in development through courses from Google, Odin Project and FreeCodeCamp. Learning Express, Next.js, TypeScript, SQL/NoSQL, and more fundamentals. I built personal projects to refine skills, solve problems, and stay current with industry trends.

### Digital Marketing - University of Toronto Continued Studies

May 2023 - September 2023

Studied SEO, PPC, social media marketing, and analytics, gaining hands-on experience with Google Ads, Google Analytics, and Meta Ads to develop data-driven marketing strategies.