

Mark Anthony Maina

Nairobi Kenya | +254 715694859 | mmaina.online@gmail.com

Conversion-focused Web Designer & CRO Specialist with 5+ years of experience creating high-performing websites and landing pages for agencies and businesses. Expert in driving measurable growth through UX design, A/B testing, and user behavior analysis. Proven ability to collaborate with marketing teams, developers, and stakeholders to improve conversion rates, boost engagement, and scale online revenue. Currently based in Kenya and open to fully remote opportunities globally.

Portfolio and Profile

- <https://mcanthony98.github.io/mcanthony98/>
- <https://www.linkedin.com/in/mark-maina-web-dev/>

Skills & Tools

- **Design & Development:** WordPress, WooCommerce, Shopify, Wix, Webflow, HTML/CSS, JavaScript, PHP
- **Analytics & Testing:** Google Analytics, Google Tag Manager, Hotjar, Meta Pixel, Crazy Egg, Optimizely, Unbounce
- **CRO & UX:** A/B Testing, Heatmaps, Session Recordings, User Journey Mapping
- **Other Tools:** Figma, Canva, Elementor, Divi, Visual Composer, Klaviyo, Mailchimp

Professional Experience

Web Designer & CRO Expert

Ganiam Tech, Remote | November 2023 - Current

- Designed and optimized conversion-first websites and landing pages for small to medium businesses in eCommerce, SaaS, and professional services
- Boosted average client conversion rates by up to 40% through A/B testing, strategic CTA placement, and heatmap analysis

- Led full-stack web builds from wireframe to launch, integrating payment gateways, WhatsApp support, and SEO best practices
- Managed all CRO-related experiments using tools like Google Optimize, GA4, and Hotjar

Web Developer & CRO Consultant

Tybrite Labs, Remote | March 2022 - October 2023

- Collaborated with UX teams and marketing departments to deliver high-converting eCommerce and lead gen websites
- Executed CRO strategies using heatmaps, behavioral tracking, and CTA experimentation
- Optimized landing pages and sales funnels for paid ad campaigns on Google Ads & Meta
- Implemented Google Tag Manager, event tracking, and conversion tracking across dozens of client sites

Junior Web Designer

Elixir Digital, Nairobi, Kenya | January 2021 - February 2022

- Assisted in designing landing pages for lead generation campaigns
- Coded websites using HTML, CSS, JavaScript, and jQuery languages.
- Provided front-end website development using WordPress, Hubspot, and other editing software.
- Planned website development, converting mockups into usable web presence with HTML, JavaScript, AJAX, and JSON coding.
- Collaborated with SEO and ad teams to align web pages with paid media goals
- Implemented mobile-responsive layouts using WordPress and Webflow

Notable Projects

Snapshot Team Building Consultants Ltd

Web Redesign + CRO – 2024

[View project](#)

- Created landing pages for Google Ads, optimized for conversions
- Conducted A/B testing on CTAs and forms, reducing bounce by 35% and increasing conversion rate by 27%
- Integrated Google Analytics 4, Meta Pixel, and Hotjar heatmaps

Ganiam Tech eCommerce Platform

Full Website Build – 2024

[View project](#)

- Designed and launched an internal eCommerce platform from scratch
- Used CRO strategies to optimize checkout flow, improving sales conversion rate by 32%
- Integrated M-Pesa, Stripe, and WhatsApp for frictionless customer experience

Jacich Safaris

Website Redesign – 2025

[View Project](#)

- Fully redesigned the tour company's website for better user flow and mobile experience
- Aligned layout and calls-to-action with booking goals, resulting in a 40% increase in inquiries
- Added analytics tracking to capture user behavior and inform future optimizations

Education

BSc. in Electrical and Electronics Engineering January 2022

Jomo Kenyatta University of Agriculture And Technology

Diploma in Business Information Technology January 2018

Strathmore University

Languages

- English
- Swahili

References

Kalala Kamunzyu

info@snapshotteambuilding.com

Snapshot Team-Building Consultants Ltd.

Josphat Muchiri
info@ganiamtech.com
Ganiam Tech