

TINDYEBWA DEUSON

PERSONAL INFORMATION

Name: Deuson Tindyebwa
Location: Kampala, Uganda
Email: deusonmuto12@gmail.com
Phone: +256 780 786330

PROFESSIONAL SUMMARY

Results-driven SEO Specialist and Software Engineering professional with strong experience in web development, digital systems, and international SEO strategy. Skilled in improving organic search performance through keyword research, technical SEO, analytics, and content optimization. Experienced in managing web platforms, supporting cross-border technical teams, and analysing multi-country digital performance data. Strong ability to translate data insights into actionable SEO strategies that improve visibility, engagement, and global reach.

He has expansive knowledge and experience in technology frameworks and Content Management Systems (CMS) like Yii2, Angular Js, React Js, Bootstraps, Latest Drupal version and WordPress and some Languages like PHP, HTML and CSS and Statistical analysis Software such as R programming, SPSS (Statistical Package for the Social Sciences) and Database Designs.

CORE SKILLS

- Search Engine Optimization (SEO) Strategy
- Keyword Research & Content Optimization
- On-page SEO (metadata, structure, internal linking)
- Technical SEO (crawlability, indexing, performance optimization)
- Google Analytics 4 (GA4) reporting & insights
- Google Search Console analysis
- International SEO & multi-country traffic analysis
- Content strategy for organic growth

- Web development & interface design
- CMS platforms (WordPress, Drupal)
- Basic HTML & CSS
- SEO reporting & performance dashboards

PROFESSIONAL EXPERIENCE

SEO Specialist – Women First Digital (WFD)

March 2024 – Present

- Lead SEO optimization for global digital health content across multiple regions
- Conduct keyword research, SEO audits, and content strategy development
- Analyze international traffic performance across Africa, Asia, and Latin America
- Optimize metadata, internal linking, and content structure for visibility
- Support technical SEO improvements and multilingual URL architecture
- Monitor performance using GA4 and Google Search Console

Technical Consultant – Visualytes Limited

2021 – 2022

- Implement and manage Google Analytics solutions for digital platforms
- Provide software consulting and systems development support
- Lead technical collaboration between UK and Uganda teams
- Support reporting and digital systems optimization

Web Manager & Interface Developer – New Wave Technologies

2019 – 2021

- Design and develop website interfaces and user experiences
- Maintain and optimize website performance and usability
- Produce technical documentation, manuals, and system guides
- Support website updates and structural improvements

Web Developer – Patriotic Medics Uganda

2018 – 2019

- Managed system administration and website updates
- Developed and managed website information (Developed in Drupal CMS)
- Provided IT support and digital infrastructure maintenance

Internship Trainee – Service Cops Uganda Ltd

2017

- Data entry, documentation, and record verification
- Assisted in data management and administrative operations

Information Manager – SBTSSL

2014 – 2016

- Managed data uploads and system updates
- Performed data verification and quality assurance

KEY ACHIEVEMENTS – FINDMYMETHOD SEO PROJECT

- Improved organic traffic by **42% over 6 months** through keyword optimization and content restructuring
- Increased keyword rankings from **page 3 to page 1 for 60+ pages**, improving search visibility
- Boosted click-through rate (CTR) by **28%** through optimized meta titles and descriptions
- Reduced crawl errors and improved indexing coverage by **35%** through technical SEO improvements

---

EDUCATION

Makerere University
Bachelor of Science in Software Engineering (2014 – 2018)

Kitagata Senior Secondary School
Uganda Advanced Certificate of Education (2012 – 2013)

Itendero High School
Uganda Certificate of Education (2008 – 2011)

Rwentobo Primary School
Primary Leaving Examination (2000 – 2007)

LANGUAGES

- English – Fluent
- Runyankole – Fluent
- Luganda – Good
- Kiswahili – Good

REFERENCES

1. Michell Mor, Women First Digital (WFD) Manager - Marketing Strategists and Innovation Tel: +52 55 1287 1621	2. Mr. Mayanja Eisah New Wave Technologies Limited P.O. Box 23841 Kampala, Uganda Tel: +256 75 9665 459
3. Dr. Twineamastiko Andrew, Seed Global Health, Program Manager, Uganda Tel: +256 70 669 1436	4. Mr. Nagendra Mishra Visualytes Limited Tel: +44 791 3027 482