# Estifanos Kassahun

Frontend Web Content Engineer | Web Operations Lead

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Frontend web content engineer with more than eight years building and running production websites. I lead web operations for Ethiopia's National Digital ID Program under the Office of the Prime Minister, a public platform close to two million people use every day. I work mostly in React, Next.js, TypeScript and Tailwind, and I care about how a page performs, reads and ranks as much as how it is built.

## EXPERIENCE

### Frontend Web Content Engineer and Web Operations Lead

*National ID Program (Fayda), Office of the Prime Minister · March 2023 to July 2026 · Addis Ababa, Ethiopia*

- Build and maintain id.et, the public platform of Ethiopia's national digital ID program, using React, Next.js, TypeScript and Tailwind, serving close to two million daily users.
- Implemented server side rendering that brought page load times down to seconds at national scale. Performance stays a standing priority on every release.
- Manage content delivery in six Ethiopian languages, keeping pages consistent, responsive and accessible across a wide range of devices, including low end phones on slow connections.
- Own technical SEO and web quality for the platform, covering Core Web Vitals, Search Console health, page speed and accessibility to WCAG standards.
- Run mass newsletter campaigns in Mailchimp in English and Amharic, building HTML and CSS templates, segmenting lists, scheduling sends, testing across clients and reporting on results.
- Coordinate across internal IT, external developers and consultants, and author World Bank standard procurement documents such as Terms of Reference and Requests for Quotation.

### Frontend Web Developer

*Kodastropi Marketing Solutions · November 2019 to February 2023 · Addis Ababa, Ethiopia*

- Built and shipped client websites and marketing pages, translating Figma designs into pixel accurate responsive layouts in HTML, CSS, JavaScript and React.
- Developed and maintained WordPress sites with custom themes and premium plugins, handling content migration, updates and ongoing client support.
- Used Git and GitHub for version control and code review, working alongside designers, writers and account managers against client deadlines.

### Network and Server Analyst, Internship

*United Nations Economic Commission for Africa · February 2018 to April 2019 · Addis Ababa, Ethiopia*

- Supported network infrastructure analysis and server operations inside a United Nations regional commission, with early exposure to enterprise IT governance and ICT standards.

## SKILLS

**Frontend:** React, Next.js, TypeScript, JavaScript, HTML5, CSS3, Tailwind CSS, React Native

**Content and CMS:** WordPress (custom themes and premium plugins), Strapi, multilingual content management, content governance

**SEO and Analytics:** Technical SEO, Google Analytics (GA4), Search Console, Core Web Vitals, page speed, accessibility to WCAG standards

**AEO (Agentic Engine Optimization):** Structuring content for AI answer engines and LLM retrieval, schema markup, llms.txt, citation ready pages

**Email Marketing:** Mailchimp campaign builds, HTML and CSS email templates, list segmentation, scheduling, testing, reporting

**Tools and Workflow:** Figma, Jira, ClickUp, Notion, Slack, Git, GitHub, GitLab, AI assisted workflows, World Bank procurement documentation

## EDUCATION

### Bachelor of Science, Computer Science

Addis Ababa University · 2016 to 2020

**Languages:** English (full professional) · Amharic (native) · Tigrinya (professional)

## CERTIFICATIONS

- Digital Media Marketing, Strategy and Content Creation, California Training Institute, April 2026
- Automation and Future of Work in Emerging Jobs and Skills, V. V. Giri National Labour Institute, March 2025
- Prompt Engineering, 2025

## LEADERSHIP AND VOLUNTEERING

**Vice President and International Service Lead** Rotaract Club of Ra'ey · 2016 to Present

- Board roles across more than ten years, directing community campaigns, fundraising and partnerships.