

KRISZTIAN SKAKIC

WEB DESIGN & DIGITAL CONTENT SPECIALIST PROFILE



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Edinburgh



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Web designer and digital content specialist with hands-on experience building, managing and improving live client websites across WordPress, Umbraco (uSkinned) and Wix. Skilled in website builds, responsive page layouts, CMS publishing, HTML/CSS, SEO, quality assurance and accessibility.

Experienced in working with agencies, designers, developers and clients to turn briefs into clear, accurate and on-brand digital experiences. Most recently managed high-volume e-commerce content and structured product data at DriverReviews, strengthening my ability to work accurately at scale.

I combine technical web knowledge with a practical understanding of user journeys, content structure and how digital channels support engagement and conversion.

SKILLS

WEBSITE & CMS

- Website management and CMS publishing across Umbraco (uSkinned), WordPress and Wix
- Landing pages, page builds, content migrations and ongoing maintenance
- HTML/CSS adjustments, responsive layouts and cross-device QA
- Navigation, calls to action and user journey improvements

DIGITAL CONTENT & OPTIMISATION

- SEO fundamentals: metadata, headings, internal linking and image alt text
- Content formatting, brand consistency and accessibility awareness
- Image creation, resizing and optimisation using Canva and Adobe tools
- Google Analytics and content performance awareness

DATA & DELIVERY

- High-volume product data and content record management
- Excel-based bulk updates and internal content systems
- Strong accuracy, organisation and deadline management
- Clear client, stakeholder and team communication

EXPERIENCE

FREELANCE WEB DESIGN & CMS SPECIALIST

FJB Agency

2024 - Present, Edinburgh

- Build, publish and maintain live client websites using Umbraco (uSkinned), WordPress and Wix across legal, financial and professional services.
- Deliver landing pages, full website builds, content migrations, navigation improvements and ongoing content updates from brief through to publication.
- Apply SEO fundamentals including metadata, headings, internal linking, image optimisation and alt text while maintaining accessibility and brand consistency.
- Work with agency colleagues and clients to manage feedback, resolve website issues and deliver accurate work across multiple deadlines.

E-COMMERCE CONTENT EXECUTIVE

DriverReviews

March 2026 – August 2026 | Edinburgh

- Managed product content and structured data for a large e-commerce catalogue, working with spreadsheets containing approximately 180,000 rows.
- Processed bulk content updates using Excel and internal systems, checking product records for accuracy, completeness and consistency.
- Investigated and corrected content and data issues to maintain reliable customer-facing product information.
- Worked with changing priorities and deadlines while handling large volumes of detail-sensitive information.

FLOOR MENTOR – GUSTO RESTAURANT

Gusto Italian

2019 October – 2025 July | Edinburgh

- Trained and supported team members to company standards within a fast-paced operation.
- Provided ongoing guidance and feedback while maintaining clear communication and consistency across the team.

EDUCATION

EDINBURGH NAPIER UNIVERSITY

BSc (Hons) Computer Science (Web Development) – First Class

2022 - 2024

Edinburgh, Scotland, UK

EDINBURGH COLLEGE

HND in Web Development

2020 - 2022

Edinburgh, Scotland, UK

TECHNICAL TOOLKIT

- **CMS:** Umbraco (uSkinned), WordPress, Wix
- **Web:** HTML, CSS, Bootstrap, JavaScript
- **SEO & Analytics:** On-page SEO, Google Analytics, Google Search Console
- **Content & Workflow:** Excel, Canva, Adobe Photoshop, Figma, Jira, Trello

SELECTED WEBSITE PROJECTS

QUPI CAFÉ - WORDPRESS

Managed website content, menu and catering updates, image optimisation, on-brand layouts, accessibility alt text and local SEO improvements.

DEBÈRE ACCOUNTANCY - UMBRACO / USKINNED

Built and populated a complete multi-page website, including service pages, team profiles, case studies, news, careers and legal content, while maintaining consistent structure and brand presentation.

TRINITY ADR - UMBRACO / USKINNED

Created a landing page and supporting service pages, structured complex content, implemented multiple contact locations and applied on-page SEO metadata.

STANDING COUNCIL OF THE BARONETAGE - UMBRACO/USKINNED

Built page layouts and reusable components, then created and maintained more than 240 structured member profiles with consistent formatting and metadata.

RELATIONSHIP COUNSELLING EDINBURGH - WIX

Restructured service pages, clarified headings and calls to action, and improved metadata, internal linking, image alt text and search visibility.