

Roché le Roux

Web Developer — Landing Pages & Small Business Sites

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PROFILE

Currently working to move fully into a career in web development, building the track record for it one real client at a time rather than waiting for a diploma to make it official. Studying digital marketing and digital entrepreneurship through a BCom at Regent Business School while completing Colt Steele's full web development bootcamp on the side — self-taught by doing, and still learning something new every week. Two local businesses with zero online presence now have fast, search-visible sites because I cold-approached them, built from scratch, and still maintain what I shipped. Looking for the next project or opportunity to keep proving that out.

SELECTED WORK

AMR Tool Hire — website build & ongoing maintenance

Freelance

- Cold-approached a local tool hire business with no web presence; built their site from scratch with clean semantic markup, compressed imagery, and on-page SEO — giving them a discoverable online presence for the first time.
- Continue to maintain the site: keeping it fast, accurate, and bug-free as the business's needs change.

amrtoolhire.co.za

Superior Plant Hire — website build

Freelance

- Built a full site from scratch for a plant hire & materials delivery business with over a decade serving the area but no site to show for it.
- Structured a wide service catalog into clear categories, optimized all media, and added structured data so accurate hours and location surface directly in Google search.

superiorplanthire.co.za

Personal Portfolio & Practice Projects

Self-directed

- Designed and built a personal freelance portfolio site (Bootstrap 5, custom CSS, vanilla JS) to showcase client work and process.
- Built a dance school landing page and several other practice/template sites — login pages, small business homepages — to sharpen layout and front-end fundamentals outside of paid work.

github.com/eRoux0912

EDUCATION

BCom — Digital Marketing & Digital Entrepreneurship and Innovation

2nd Year, In Progress

Regent Business School

Full Web Development Bootcamp — Colt Steele

Self-paced, ongoing

Self-taught by doing: HTML5, CSS3, JavaScript, and modern front-end workflows, applied directly to paying client projects alongside the coursework.

TECHNICAL SKILLS

CORE STACK

HTML5 · CSS3 · JavaScript · Bootstrap 5

PRACTICAL SEO

On-page SEO · structured data (schema.org) · image optimization

TOOLS & WORKFLOW

Git & GitHub · Netlify deployment · VS Code

SYSTEMS & OTHER

Comfortable in Linux (Ubuntu) · basic video editing in DaVinci Resolve

ALSO BUILDING

Expanding into networking and systems fundamentals through independent study (CompTIA Network+ curriculum) and hands-on Linux practice — running a daily-driver Ubuntu setup and steadily working toward a small home server for personal projects.