



EFREN

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- WordPress Development (Elementor Pro)
- Responsive & Mobile-First Design
- Custom Post Types (CPT) & ACF
- HTML & CSS
- Landing Page Development
- Website Performance Optimization
- Technical SEO (Core Web Vitals, Schema)
- Troubleshooting & Debugging
- WooCommerce Development
- Google Analytics & Search Console

TOOLS

- Microsoft Office 365
- Google Workspace
- Google Analytics (GA4)
- Google Search Console
- SEMrush
- Ahrefs
- Screaming Frog
- Moz
- Ubersuggest
- SpyFu
- Majestic
- KWFinder
- AnswerThePublic
- Google Keyword Planner
- Google PageSpeed Insights
- GTmetrix
- Pingdom

Detail-oriented WordPress Developer with strong Elementor experience and a background in SEO and performance optimization. Skilled in building responsive, high-quality websites using structured layouts, Custom Post Types (CPTs), and Advanced Custom Fields (ACF). Focused on clean execution, mobile-first design, and continuous improvement of website performance and user experience.

WORK EXPERIENCE

WORDPRESS DEVELOPER & SEO SPECIALIST

Bidview Marketing (Remote) | January 2023 – January 2026 (3 Years)

- Built and optimized WordPress websites and landing pages using Elementor, ensuring responsive design and consistent layout structure.
- Implemented Custom Post Types and ACF to create scalable and efficient content systems.
- Improved site performance and Core Web Vitals through front-end optimization and technical fixes.
- Troubleshoot layout, rendering, and plugin issues to maintain site stability and functionality.

CO-OWNER & DIGITAL LEAD

Good Fruit Enterprise | May 2015 – Present

- Built and managed a WooCommerce website, handling layout structure, content updates, and performance optimization.
- Applied SEO and UX improvements to enhance site usability and drive consistent traffic growth.
- Maintained and updated web pages, ensuring responsive design and smooth user experience.

ACCOUNT MANAGER (MINDANAO)

3M Philippines | December 2012 – April 2015 (2 Years, 5 Months)

- Managed regional business development, expanded distributor sales, and onboarded enterprise clients through strategic account management.

TERRITORY MANAGER (EASTERN MINDANAO)

Monsanto Philippines | January 2007 – November 2011 (4 Years, 11 Months)

- Achieved sales targets through partnership development, coordinated marketing initiatives, and led product-related programs.

PROFESSIONAL HEALTHCARE REPRESENTATIVE (REGION XII)

Merck Sharp & Dohme Philippines | October 1997 – February 2004 (6 Years, 5 Months)

- Managed territory growth, executed product launches, and handled medical marketing activities and client engagement.

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