032 OUTSOURCING



RYAN

VIDEO INTERVIEW

PORTFOLIO

Versatile AI-Enabled Business Support Specialist with 6+ years of experience in WordPress development, digital marketing support, website management, workflow automation, and creative content production for international businesses. Proven experience in developing conversion-focused landing pages, implementing GoHighLevel workflows, optimizing website performance, managing digital projects, and leveraging ChatGPT for content generation, while supporting lead generation initiatives, SEO improvements, and social media campaigns. Brings strong expertise in ChatGPT, GoHighLevel, WordPress, Elementor, Semrush, Canva, Adobe Photoshop, Figma, Notion, Monday.com, and website analytics tools, helping organizations streamline digital operations, improve online visibility, and enhance productivity through AI-assisted solutions and efficient business support.

EXPERTISE SKILLS

- WordPress Website Development
- Elementor Website Development
- Front-End Web Development
- Responsive Website Design
- Custom Website Development
- HTML & CSS Development
- Hard-Coded Website Customization
- Figma-to-WordPress Development
- PSD-to-WordPress Conversion
- Pixel-Perfect Website Implementation
- WordPress Theme Customization
- Elementor Template Customization
- Landing Page Development
- Sales Funnel Development
- Lead Generation Website Development
- Website Maintenance & Updates
- Website Migration & Deployment
- Website Hosting Management
- Domain Configuration
- Website Performance Optimization
- Page Speed Optimization
- Search Engine Optimization (SEO)
- On-Page SEO
- SEO Website Auditing
- Keyword Optimization
- Meta Tag Optimization
- Heading Tag Optimization
- Image Compression & Optimization
- Code Compression
- Website Quality Assurance
- E-commerce Content Updates
- Website Traffic Monitoring
- User Behavior Analysis
- Marketing Automation Support
- GoHighLevel Workflow Setup
- AI-Assisted Content Creation
- AI-Assisted Website Content Writing
- AI Image Generation
- Graphic Design
- Social Media Graphics

WORK EXPERIENCE

WEB DEVELOPER

Legacy Roofing Utah – Remote | July 2025 – April 2026 (10 Months)

- Maintained the company's WordPress website, developed landing pages using Elementor to support lead generation initiatives, configured automated workflows in GoHighLevel (GHL), and conducted website audits using Semrush to identify opportunities for website improvement and optimization.

WORDPRESS DEVELOPER

Remodel Response – Remote | January 2025 – April 2025 (4 Months)

- Developed and maintained WordPress websites using Elementor, optimized website page speed, managed hosting through WPX, and performed routine website updates. Designed marketing graphics using Canva and Adobe Photoshop, and utilized ChatGPT to generate website and marketing content.

WEB DEVELOPER

Fieldnotes AI – Remote | May 2024 – January 2025 (9 Months)

- Set up and configured websites using SiteGround hosting, connected websites to their respective domains, and designed and developed pages using Elementor. Communicated with clients regarding website updates and implemented IDX integrations for real estate websites to support property listing functionality.

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EXPERTISE SKILLS

- Video Editing
- YouTube Video Editing
- YouTube Channel Management
- Short-Form Video Production
- Social Media Content Repurposing
- Digital Marketing Support
- Email Newsletter Support
- Website Project Management
- Client Communication
- SOP Development
- Task & Deadline Management

TOOLS

- WordPress
- Elementor
- Wix
- Figma
- HTML
- CSS
- OptimizePress
- Adobe Photoshop
- Canva
- ChatGPT
- Claude AI
- Google Gemini
- Perplexity AI
- AI Image Generation Tools
- SEMrush
- Hotjar
- Meta Pixel
- GoHighLevel
- Mailchimp
- WP Engine
- WPX
- SiteGround
- Kinsta
- Flywhee

WORK EXPERIENCE

WEB DEVELOPER AND GENERAL VIRTUAL ASSISTANT
LeadHook Media – Remote | February 2024 – December 2024 (11 Months)

- Developed WordPress websites and Elementor pages, built marketing funnels using OptimizePress, and managed website hosting through SiteGround. Created standard operating procedures (SOPs), designed marketing graphics using Canva and Photoshop, and generated digital content using ChatGPT.

WEB DEVELOPER
Insider Perks LLC – Remote | December 2023 – July 2024 (8 Months)

- Developed and maintained WordPress websites using Elementor, managed website hosting through Kinsta, and organized development tasks and project updates using Monday.com and Markup.io to support website production and maintenance workflows.

VIDEO EDITOR
Mindful Life Productions – Remote | February 2021 – July 2024 (3 Years, 6 Months)

- Edited vlog-style video advertisements for Instagram and long-form videos for YouTube, and created animated logos to support digital content production, branding, and social media marketing initiatives.

WEB DEVELOPER
Nozak Consulting – Remote | September 2023 – December 2023 (4 Months)

- Developed WordPress websites using Elementor based on Figma design files, conducted website quality assurance checks, and updated e-commerce website content to maintain accurate information and functional website pages.

VIDEO EDITOR / GRAPHIC DESIGNER / WEB DEVELOPER
Top Lobster – Remote | May 2023 – November 2023 (7 Months)

- Built websites using Elementor, configured and managed websites through Flywheel hosting, and created social media calendar graphics using Canva. Edited real estate listing videos and promotional trailers, and repurposed long-form video content into shorter social media materials to support digital marketing and audience engagement.

WORDPRESS PROJECT MANAGER
Exoskill Creatives – Remote | October 2022 – September 2023 (1 Year)

- Managed WordPress website development projects, built websites from scratch using Elementor and theme templates, and converted PSD designs into functional WordPress pages. Created and curated website content using ChatGPT and AI image-generation tools, applied SEO practices including image and code compression, keyword optimization, heading tags, and metadata, coordinated with clients and developers, tracked project progress through Monday.com, and managed website hosting using WP Engine.

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TOOLS

- Monday.com
- Notion
- Markup.io
- Adobe Premiere
- YouTube
- Canva
- Adobe Photoshop

WORK EXPERIENCE

VIDEO EDITOR/GRAPHIC DESIGNER

The Wheelock Team at Keller Williams – Remote | May 2022 – October 2022 (6 Months)

- Created and edited vlog content and YouTube thumbnails for the "Where-to Wheelock" series, produced weekly Monday update videos and real estate property videos, prepared newsletter email updates using Mailchimp, and designed birthday announcements and promotional graphics to support the team's marketing and communication activities.

WORDPRESS FRONT-END DEVELOPER

Exoskill Creatives – Remote | October 2019 – October 2022 (3 Years, 1 Month)

- Designed and developed complete WordPress websites using Elementor and converted PSD design files into functional WordPress website layouts, ensuring accurate implementation of provided visual designs.

VIDEO CREATIVES EDITOR

Bingo Leads – Remote | January 2022 – April 2022 (4 Months)

- Created and edited video advertisements for Facebook lead generation campaigns, producing promotional video creatives to support digital advertising and customer acquisition initiatives.

VIDEO EDITOR / CHANNEL MANAGER

Yannic Kilcher YouTube Channel – Remote | October 2020 – December 2020 (3 Months)

- Edited YouTube vlogs, created YouTube Shorts, and designed thumbnails for both short-form and long-form video content to support channel content production and presentation.

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