



PAULO

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- WordPress Development
- Website Development
- Frontend Web Development
- Responsive Web Design
- CMS Customization
- WordPress Theme & Plugin Management
- Elementor & Gutenberg Customization
- Website Maintenance
- Website Migration
- Website Performance Optimization
- Website Security & Backups
- On-Page SEO
- Keyword Research
- API Integration
- Workflow Automation
- CRM Automation
- Lead Management Automation
- Data Mapping
- Email Marketing
- Course Building in GoHighLevel
- Shopify Development
- Wix Website Development
- Webflow Development
- Framer Development
- Database Management
- IT Technical Support
- Graphic Design & Digital Content Creation
- Strong Problem Solving
- Critical Thinking

TOOLS

- WordPress
- Wix
- Webflow
- Framer
- Shopify
- Elementor
- Gutenberg
- HTML
- CSS
- CSS3
- Bootstrap
- PHP
- GitHub
- GoHighLevel (GHL)
- ActiveCampaign
- ClickFunnels
- Google Workspace
- Microsoft Office

Results-driven WordPress Developer with 6+ years of experience specializing in WordPress development, CMS customization, website optimization, and workflow automation using modern web technologies. Proven track record of designing, developing, and maintaining responsive WordPress, Wix, Shopify, Webflow, and Framer websites, implementing on-page SEO, API integrations, and GoHighLevel automations to improve website performance and streamline business operations. Brings strong expertise in WordPress, Elementor, PHP, HTML/CSS, website migration, technical SEO, and automation workflows, helping organizations build scalable, high-performing websites that enhance user experience, increase operational efficiency, and support long-term digital growth.

WORK EXPERIENCE

WEBSITE DEVELOPER/AUTOMATION SPECIALIST

Digital Estate Media | November 2023 – May 2026 (2 Years, 7 Months)

- Developed, customized, and maintained WordPress, Wix, and Framer websites, managed GoHighLevel CRM automations and workflow configurations, optimized website performance and security, maintained website content and blogs, and implemented on-page SEO through keyword research, metadata optimization, and internal linking.

WEBSITE DEVELOPER/GRAPHIC DESIGNER

Blessedluv LTD | October 2022 – June 2023 (9 Months)

- Developed and maintained responsive Shopify and WordPress websites, created marketing graphics and digital content, optimized website performance, implemented on-page SEO, and managed product listings, collections, and online store structures.

JUNIOR PROGRAMMER

Department of Education – Tagum City | August 2021 – April 2022 (9 Months)

- Supported software development initiatives, maintained web applications, and assisted with programming and technical implementation tasks.

JUNIOR PROGRAMMER

Provincial Capitol of Davao del Norte | January 2019 – June 2021 (2 Years, 6 Months)

- Developed sub-modules for the Provincial Government's Properties and Supplies Information Management System using C#, AngularJS, MVC architecture, and relational databases while supporting application development and system enhancements.

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