

EDILMAR FLORES

WordPress Developer & Front-End Designer

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PROFESSIONAL SUMMARY

Results-driven WordPress Developer with 3+ years of hands-on experience designing and developing responsive, SEO-optimized websites using Elementor and modern web technologies. Proven track record of delivering high-quality digital solutions that enhance online presence and drive business growth. Complemented by 3+ years in BPO/outsourcing environments, bringing strong technical support, client communication, and problem-solving skills. Currently pursuing Bachelor of Science in Information Technology (4th year) with expertise in front-end design, website optimization, and performance analytics.

CORE COMPETENCIES

- WordPress & Elementor Development
- HTML5, CSS3 & JavaScript
- Plugin Integration & Customization
- Performance Reporting & Data Analysis
- SEO Optimization & Analytics
- Website Hosting & Migration
- Content Creation & Copywriting
- Technical Support & Client Relations

PROFESSIONAL EXPERIENCE

Freelance WordPress Developer & Designer | Project-Based

2022 – Present

- Designed and developed 15+ responsive, mobile-first WordPress websites using Elementor, resulting in improved user engagement and reduced bounce rates by an average of 25%
- Implemented comprehensive SEO strategies including on-page optimization, meta descriptions, and schema markup, increasing organic traffic by 40% for client websites
- Executed seamless website migrations across different hosting platforms with zero downtime, ensuring business continuity for clients
- Integrated and customized WordPress plugins including WooCommerce, Contact Form 7, Yoast SEO, and security plugins to enhance website functionality
- Provided ongoing website maintenance, security updates, and performance optimization, maintaining 99.9% uptime across all managed sites
- Created engaging blog content and social media copy aligned with brand voice, contributing to increased social media following by 30%
- Monitored website analytics using Google Analytics and generated monthly performance reports with actionable insights for clients

Customer Support / Technical Support Representative

BPO / Outsourcing Company | 2019 – 2022

- Delivered exceptional technical support to international clients for website, hosting, and domain-related inquiries, maintaining 95% customer satisfaction rating
- Troubleshooted and resolved complex technical issues related to WordPress installations, cPanel, email configurations, and DNS settings
- Collaborated with cross-functional teams including developers and system administrators to escalate and resolve critical technical issues efficiently
- Documented technical solutions and created knowledge base articles, reducing repeat inquiries by 20%

- Developed strong communication and problem-solving skills while managing high-volume support queues in fast-paced environments

EDUCATION

Bachelor of Science in Information Technology (BSIT)

Iloilo State University of Fisheries Science and Technology

Expected Graduation: 2026 | 4th Year Student

ADDITIONAL SKILLS & SERVICES

- Custom WordPress Theme Customization
- Responsive Web Design (Mobile, Tablet, Desktop)
- Website Speed Optimization & Performance Tuning
- E-commerce Setup (WooCommerce)
- Cross-Browser Compatibility Testing
- Website Security & Backup Solutions
- Social Media Integration & Marketing
- Client Training & Documentation