

EDILMAR FLORES

WordPress Developer | Front-End Web Developer

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Portfolio: <https://edilmarwp.vercel.app/> | GitHub: Available upon request

PROFESSIONAL SUMMARY

Results-driven WordPress Developer and Front-End Web Designer with 3+ years of hands-on experience building responsive, mobile-first, SEO-optimized websites using WordPress, Elementor, HTML5, CSS3, and JavaScript. Proven ability to deliver high-performance web solutions that improve user experience and drive organic traffic growth. Experienced in plugin customization, WooCommerce e-commerce setup, website migration, and Google Analytics reporting. Complemented by 3+ years in technical support within BPO environments, with strong client communication and problem-solving skills. Currently completing a Bachelor of Science in Information Technology (4th year).

TECHNICAL SKILLS

- Web Development: WordPress, Elementor, HTML5, CSS3, JavaScript, Responsive Web Design
- SEO & Analytics: On-Page SEO, Schema Markup, Meta Optimization, Google Analytics, Search Console
- E-Commerce: WooCommerce Setup & Customization, Payment Gateway Integration
- Plugins & Tools: Yoast SEO, Contact Form 7, WooCommerce, Security Plugins, cPanel
- Performance & Hosting: Website Speed Optimization, Website Migration, DNS Configuration, 99.9% Uptime Management
- Soft Skills: Client Communication, Technical Documentation, Problem Solving, Team Collaboration

PROFESSIONAL EXPERIENCE

Freelance WordPress Developer & Front-End Designer | Self-Employed / Project-Based | 2022 – Present

- Designed and developed 15+ responsive, mobile-first WordPress websites using Elementor, reducing average bounce rates by 25% through improved UX and page speed optimization.
- Executed on-page SEO strategies including keyword optimization, meta descriptions, and schema markup, increasing organic traffic by an average of 40% across client websites.
- Performed seamless website migrations across hosting platforms with zero downtime, ensuring uninterrupted business operations for clients.
- Integrated and customized WordPress plugins including WooCommerce, Contact Form 7, Yoast SEO, and security plugins to extend website functionality.
- Maintained 99.9% uptime across all managed websites through regular security updates, backups, and performance monitoring.
- Produced SEO-aligned blog content and social media copy that contributed to a 30% growth in client social media following.
- Generated monthly performance reports using Google Analytics with actionable insights to guide client digital strategy.

Customer Support / Technical Support Representative | BPO / Outsourcing Company | 2019 – 2022

- Provided technical support for WordPress installations, cPanel, email configurations, and DNS settings to international clients, maintaining a 95% customer satisfaction rating.
- Diagnosed and resolved complex hosting, domain, and website configuration issues efficiently in a fast-paced, high-volume environment.
- Collaborated with development and system administration teams to escalate and resolve critical technical issues.
- Created knowledge base articles and technical documentation, reducing repeat support inquiries by 20%.

PROJECTS

WordPress Client Website Portfolio 2022 – Present

- Built and maintained 15+ client websites across industries including retail, services, and hospitality using WordPress and Elementor.

- Implemented WooCommerce for e-commerce clients, including product catalog setup, payment gateway integration, and checkout optimization.
- Applied SEO best practices across all projects resulting in measurable improvements in Google search rankings and organic traffic.

EDUCATION

Bachelor of Science in Information Technology (BSIT)

Iloilo State University of Fisheries Science and Technology

Expected Graduation: 2026 | Currently in 4th Year