

SKILLS

- **WordPress Development** (Themes, Plugins, ACF, WooCommerce)
- **Front-End Technologies:** HTML, CSS, JavaScript, jQuery, Shopify, React (basic)
- **Backend Technologies:** PHP, MySQL, ASP, Laravel, Node.js, API Integration
- **Automation Platforms:** GoHighLevel, HubSpot, Mailchimp, Zapier, Clickfunnels, Constant Contact, NetSuite, Celigo, SyncApps, ActiveCampaign, N8N
- **Web Hosting Management:** WHM, cPanel, Cloudflare, Plesk, SiteGround, Bluehost, GoDaddy, Hostgator, Namecheap, WPEngine, Rocket.net, AWS
- **SEO & Optimization:** On-page SEO, Technical SEO Fixes, Performance Optimization, Core Web Vitals
- **Version Control & Tools:** Git, GitHub, Gitlab
- **Design & Conversion:** Canva, PSD, Figma to WordPress, HTML, or Webflow
- **Help Desk & Client Support:** Email setup, Troubleshooting, Maintenance

WORK EXPERIENCE

Senior Web Developer | WordPress, PHP & Server Management
(BNG TRANSMEDIA INC.)
MAY 2011– May 2021

Responsibilities:

- Designed and developed **websites from PSD designs** into **fully functional WordPress, HTML, and Flash-based projects** featuring interactive animations and multimedia elements.
- Built websites using **ASP, PHP (native), and pure HTML/CSS**, ensuring cross-browser compatibility and optimized loading performance.
- Modified and extended **open-source CMS platforms** including **WordPress, Joomla, CMS Made Simple, and GoDaddy Quick Shopping Cart** to meet custom client requirements.
- Developed and maintained **custom PHP–MySQL web applications**, integrating tailored functionalities as per client specifications.
- Handled **domain purchases, DNS management, SSL setup, and hosting configurations** using **cPanel, Cloudflare, and Plesk**.
- Ensured **mobile responsiveness and platform compatibility** across all projects, maintaining high standards in design, usability, and performance.
- Monitored and secured websites through **regular updates, error monitoring, and security enhancements**.
- Provided **client email configuration support** and troubleshooting related to hosting and server settings.
- Supervised and guided **team members** in task management, progress tracking, and meeting project deadlines.
- Managed **website deployments, hosting migrations, and server optimizations** to ensure stability and scalability.

ROLY ESTEMONIO

PROFILE

Senior WordPress Developer with 14+ years of experience in WordPress, WooCommerce, Shopify and PHP development. Expert in automations, integrations, and hosting management. Known for delivering fast, reliable, and optimized web solutions.

CONTACT

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Senior WordPress Developer | Marketing Automation & Integrations Specialist (BUSINESS MARKETING ENGINE)

FEB 2020 – October 2025

Responsibilities:

- Convert **PSD and Figma designs** into fully responsive, high-performance websites using **WordPress, HTML, ClickFunnels, Shopify** and other landing page platforms.
- Manage **domain purchases, DNS setup, and hosting configurations** across platforms such as **WHM, cPanel, Cloudflare, and WP Engine**, ensuring seamless deployment and uptime.
- Oversee and maintain multiple client websites, providing **ongoing technical support, updates, and performance monitoring**.
- Ensure **website responsiveness and cross-platform compatibility**, delivering optimized user experiences on desktop, tablet, and mobile devices.
- Keep all websites up to date with the **latest WordPress core updates, plugins, and theme versions**, ensuring compatibility and security.
- **Monitor and resolve website security vulnerabilities**, performance bottlenecks, and system errors through proactive maintenance and server optimization.
- **Develop and customize WordPress plugins** and site functionalities based on unique client requirements using **ACF (Advanced Custom Fields)** and custom PHP code.
- Implement and manage **advanced marketing automation workflows** using platforms such as **Mailchimp, GoHighLevel (GHL), HubSpot, Zapier, Constant Contact, NetSuite, Celigo, SyncApps, and ActiveCampaign**.
- Perform **on-page SEO optimization** to improve website visibility, search rankings, and Core Web Vitals performance.
- Identify and fix **SEO audit issues** and technical errors impacting site health and organic performance.
- Optimize **website speed, caching, and database performance** to meet benchmark loading standards and improve user experience.
- Integrate **mobile applications, CRMs, and third-party APIs** with websites to enhance automation and functionality.
- Provide **Help Desk and technical support**, troubleshooting client issues, email configurations, and server-related concerns.
- Collaborate with design, marketing, and development teams to deliver **high-quality, data-driven web solutions** that align with business goals.

OTHER INFORMATION

NOTABLE PROJECTS

- **E-commerce Optimization & Development**
Rebuilt and optimized multiple eCommerce websites using **WooCommerce** and **Shopify** for international clients. Improved site performance and conversion rate through code optimization, caching, and responsive redesign. Configured **SMTP email delivery** (SendGrid/Mailgun) to ensure reliable order notifications and contact form submissions.
- **Marketing Automation & CRM Integration**
Developed and automated landing pages integrated with **HubSpot, ActiveCampaign, GoHighLevel, Mailchimp, Celigo, SyncApps, Zapier, and NetSuite**. Automated lead capture, tagging, and email workflows—reducing manual work by 60%. Ensured seamless synchronization between websites, CRMs, and email platforms.
- **Full Website Migration & Server Management**
Handled **hundreds of website migrations** across multiple hosting environments including **GoDaddy, SiteGround, HostGator, Reliable Hosting, WPEngine, AWS, Rocket.net and Cloudflare**—all with minimal scheduled downtime. Managed **DNS configurations, SSL setups, server performance tuning, and backup systems** to maintain uptime, security, and reliability.
- **Website Development & Maintenance**
Converted **PSD, Illustrator, Canva and Figma** designs into responsive WordPress websites using **ACF**, custom post types, and SEO best practices. Provided continuous website updates, plugin management, and client support to ensure site stability and optimal performance.

EDUCATION

BS Information Technology, STI College – *Dipolog City (April 2009)*

Certifications & Trainings:

- *WordPress Essential Training* – Lynda
- *Advanced PHP & MySQL Development* – Lynda
- *SEO for Beginners* – Lynda
- *Email Marketing Automation with HubSpot* – HubSpot Academy
- *Laravel Essential Training* – LinkedIn Learning
- *Building a Website with Laravel, React.js, and Inertia* – LinkedIn Learning