Gabriel Valdivia

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Summary

WordPress developer with extensive experience managing and developing websites on a variety of platforms. Proficient and creative. Experienced in Google Analytics, Google Search Console, Tag manager and SEO. Knowledgeable in the research, design, wire-framing, and development of custom websites on WordPress, Wix, Editor X, Shopify, and others. Creating interactive and engaging websites since 2014.

Experience

Sr. Web Developer

On Purpose Media

Apr 2023 - Present (8 months)

In my role, I've been driven by a commitment to innovation and excellence, consistently striving to not only meet but exceed expectations. My focus has been on transforming challenges into opportunities and optimizing processes for remarkable outcomes. Below, you'll find a snapshot of the milestones I've achieved through strategic thinking, team leadership, and a dedication to pushing the boundaries of what's possible.

Streamlined Development Process:
- Devised and executed strategies that significantly slashed website development timelines, reducing them from over 1 month to an impressive 5 days.
- Introduced pair development approach, resulting in a further time reduction to 3 days. This specialized process was specifically tailored for urgent projects.

Leadership and Team Management:
- Successfully trained and guided a newly formed team of developers, fostering a cohesive and high-performing unit.
- Orchestrated daily team meetings to monitor work progress and set the course for the day's tasks.
- Spearheaded weekly meetings to monitor overdue tasks and forthcoming projects, ensuring alignment with deadlines and objectives.

Enhanced Web Practices:
- Pioneered the adoption of schemas for every page and post, enhancing data structuring and information visibility.
- Facilitated the seamless transition from Google's UA to GA4, ensuring uninterrupted analytics and data tracking.

Innovative Approaches:
- Pioneered the implementation of the JAMstack website model for rapid creation of dynamic landing pages, enhancing efficiency and user experience.

SEO Optimization and Analytics:

- Developed comprehensive processes and protocols for on-page technical SEO, optimizing SEO titles, descriptions, and adhering to best practices.
- Collaborated with the team to establish tracking codes, conversions, and events within Google Analytics for both new and existing client websites, providing robust data insights.

Frontend Web Developer
Braven Agency
May 2022 - Feb 2023 (10 months)
During my tenure as a contractor at Braven Agency, I contributed to diverse website projects, spanning WordPress, Wix, Shopify, and custom landing pages. Proficient in HTML, CSS, SASS, JavaScript, PHP, and SQL, I achieved:

- Integral role in recruitment, reviewing resumes, conducting interviews, and providing feedback.
- End-to-end project management, exceeding client expectations via emails and video calls.
- Empowered small business owners through comprehensive video training sessions.
- Documented Wix website launch process, guiding new developers and managers.
- Streamlined WordPress deployment with a step-by-step guide for developers.
- Designed SEO framework for Wix sites, enhancing discoverability.
- Created SEO compliance workflow for Braven's WordPress sites.
- Produced engaging 'How To' videos for Braven's clients.
- Developed websites on various platforms, guiding projects from inception to launch.
- Engineered custom WordPress themes using SASS, Bootstrap, and Underscores.

Senior Associate - Digital Marketing
Neolytix
Nov 2021 - Jun 2022 (8 months)
My role as a contractor at Neolytix was focused mostly on digital marketing. In my role at Neolytix I used HTML/CSS/SASS/JAVASCRIPT/PHP/SQL. I was responsible for the following:

- Manage Active Campaign email newsletters. Ensure quality and on time delivery.
- Create blog posts.
- Incorporate Keywords into MathRank.
- Research keywords and content building on SEMRush.
- Create Schemas for new webpages.
- Track click-through rates, GTM, and Pixel on page CTA's and forms.
- Manage Neolytix.com & PracticeTechSolutions.com web properties.
- Manage titles of webpage Headlines, CTA's and layout sections for landing pages.
- Conversant with designing high conversion Landing Pages.
- Builds web pages optimized for User Experience (UI/UX).
- Scope, outline and manage website Build Projects.
- Design Front end websites on WordPress.
- Tie in colors, fonts, and themes into interactive pages.
- Provide design leadership and unique style to website builds.
- Stay Organized.
- Prioritize and execute tasks.

Freelance Web Developer

Freelance (Self employed)
Jan 2014 - Apr 2022 (8 years 4 months)
Freelance frontend and WordPress developer. As a freelance web developer, I do contract work for various marketing agencies and small businesses. My freelance service has helped with the following:

SEO/Digital Marketing
— I help companies manage email campaigns on platforms such as GoDaddy, ActiveCampaing, Litmus and others.
— Work with small business owners identify effective keywords for their business via SEMRUSH.
— I help small business owners & marketing agencies develop relevant, keyword rich content for blog posts and web content.
— I help track pagerank for small businesses and help compare that with local competetion
— I connect WordPress, Wix, Squaresace, Shopify and other website platforms to Google Analytics, Google Search Console and help add Google conversion tracking codes
— I add needed Facebook Pixel code to web properties
— I connect newsletter sign up forms to MailChimp or other email marketing services

Web Design & Development
— I research, wireframe, design and develop websites for agencies and small business owners
— I ensure proper technical SEO set up of websites
— I set up RankMath, YOAST and other SEO tools on WordPress websites
— I set up and configure SEO on Wix, Squarespace, and Shopify websites
— I help small business with ongoing maintenance & security of their websites
— I help fix broken forms or other things on websites for small businesses
— I help diagnose and improve clickthrough rates
— I build landing pages for promotions
— I offer ad-hoc services to small businesses for ongoing improvements and changes to their WordPress, Wix, Shopify, and other sites
— I offer coaching and training sessions

Education

Epicodus
Fullstack Web Development, Web Development
Jun 2013 - Nov 2013
Fullstack web development bootcamp.

DeVry University
2 years, Web Page, Digital/Multimedia and Information Resources Design

Licenses & Certifications

The Fundamentals of Digital Marketing - Google
YB7 HJR 9S7

Teaching English as a Foreign Language (TEFL) - TEFL ITTO International Teacher Training Organization

Google Tag Manager Fundamentals - Google

Skills

SEO • Graphic Design • User Interface Design • Wireframing • Figma (Software) • WordPress Theme Development • Shopify • Squarespace • Editor X • Wix Website Builder