

ALLANA ALBERTO

WORDPRESS SPECIALIST | DIGITAL MARKETING | SEO 📍 BACOR, PHILIPPINES 📞 +63997900464

◦ DETAILS ◦

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◦ LINKS ◦

[LinkedIn](#)

[Portfolio](#)

◦ SKILLS ◦

WordPress

HTML

CSS

JavaScript

JQuery

Bootstrap

SCSS

Tailwind

MySQL

Google Analytics

Google Search Console

On-Page SEO

AHREFs

Canva

Facebook Ads

Content Planning

Social Media
Management

Email Marketing
(MailChimp, Zapier)

📁 EMPLOYMENT HISTORY

WordPress Web Developer at Marketing Cross Media LTD, Makati City

January 2018 — July 2023

WordPress Web Development 2018 – 2020

- Develop custom themes from scratch for affiliate websites (HTML, CSS, Bootstrap, Jquery)
- WordPress plugin integration (ACF, Elementor, Gutenberg Blocks, etc.)
- Converted PSD templates into custom WordPress themes.
- WordPress administration, content implementation, monitoring, & maintenance
- Ensure the website's responsiveness & browser compatibility.
- On-page SEO (AHREFS, GTMETRIX, ScreamingFrog, Google Analytics, Google Search Console)
- Creating digital assets such as banners, images, GIFs (Canva, Photoshop)

Web Developer Manager 2020 — 2023

- Domain and server hosting management
- Implement website security, optimization, and Cloudflare management.
- Developing reusable custom templates for affiliate websites.
- Lead and train WordPress developers
- Setting up projects, tasks, and schedules.

Web Administrator | Social Media Manager at Babes of Bliss – Freelance, Remote

2022 — 2023

- Website Design, Administration, Content Implementation, & maintenance
- Implemented subscription-based access and content restrictions.
- Added payment gateways (via webhooks Stripe/Paypal)
- Set up automated emails/autoresponders (via Mailchimp)
- Social Media Management (Facebook, Instagram)
- Customer Support Management
- Technical SEO for the site including AHREFS, Google Analytics & Google Search Console

WordPress Specialist at SenpaiTimes – Independent Contract, Remote

September 2023

- Web development and design (WordPress, Elementor)
- Website administration, content Implementation, & maintenance.
- Technical SEO for the site including Google Analytics & Google Search Console

WordPress Technical Support Engineer at LevelUP, Remote

January 2023 — Present

- Technical knowledge in WordPress core files and LMS plugins (Restrict Content Pro, LearnDash, MemberDash)
- Diagnose problems website and plugin problems and offer solutions.
- Performed root cause analysis of reported issues to enact corrections.
- Explained technical information in clear terms to non-technical individuals to promote better understanding.
- Documented faults/bugs for referral to development team for updates.



EDUCATION

Bachelor of Science in Information Technology, Gardner College , Quezon City

May 2014 — May 2017

Formerly Informatics International College Diliman.