

# ALLANA ALBERTO

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## ◦ DETAILS ◦

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## ◦ LINKS ◦

[LinkedIn](#)

[Portfolio](#)

## ◦ SKILLS ◦

WordPress

HTML

CSS

JavaScript

JQuery

Bootstrap

SCSS

Tailwind

MySQL

## Domain & Server Management

Google Analytics

Google Search Console

AHREFs

SemRush

Canva

Google Ads

Facebook Ads

## Email Marketing (MailChimp, Zapier)

Technical SEO

On-Page SEO



## PROFILE



Web Specialist | WordPress Developer | SEO | Digital Marketing



## EMPLOYMENT HISTORY



### WordPress Technical Support Engineer at LevelUP

January 2023 — Present

- Technical knowledge in WordPress core files and LMS plugins.
- Used project management tools such as JIRA, Atlassian
- Used customer support platforms such as Helpscout, Zendesk
- 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.



### WordPress Specialist & SEO at HK Design Pro

March 2024 — January 2025

- WordPress administration, publishing content, monitoring, maintenance & backups.
- WordPress plugin integration (ACF, Elementor, Gutenberg Blocks, WooCommerce, etc.)
- Ensure the website responsiveness & browser compatibility
- Perform website updates, troubleshoot issues, enact corrections & fixes
- On-page SEO optimization and Site Audit using SemRush, Google Analytics, Google Search Console, PageSpeed Insights
- Creating digital assets such as banners, images, GIFs (Canva, Photoshop)



### WordPress Administrator | Social Media Manager at Babes of Bliss

January 2020 — January 2023

- Website Design, Administration, Content Implementation
- On-Page and Off-Page SEO
- Implemented subscription-based access and content restrictions.
- Added payment gateways (via webhooks Stripe/Paypal)
- Basic Customer Support Management (accounts, billing, and inquiries)
- Set up automated emails/autoresponders (via Mailchimp)
- Social Media Management (Facebook, Instagram) schedule posts and ensure consistent branding and tone
- Monitor engagement, respond to comments/messages, and assist in community growth



### Web Developer Manager at Marketing Cross Media LTD

January 2020 — January 2023

- Domain and server hosting management
- Implement website security, optimization, and Cloudflare management.
- Developing reusable custom templates for affiliate websites.
- Site Audit using Ahrefs, SemRush, ScreamingFrog, PageSpeed Insights, GTMetrix
- Lead and train WordPress developers.
- Setting up projects, tasks, and schedules using tools such as Trello.



## WordPress Web Developer at Marketing Cross Media LTD, Makati

January 2018 — July 2023

- Developed custom themes from scratch for affiliate websites using HTML, CSS, Bootstrap, PHP, and JQuery.
- Converted PSD templates into custom WordPress themes leveraging ACF, Elementor, and Gutenberg Blocks.
- Conducted comprehensive WordPress administration, ensuring responsiveness and browser compatibility.
- Implemented on-page SEO strategies to enhance website visibility.
- Integrating affiliate links into content (posts, buttons, banners)
- Setting up and using tracking tools like Google Analytics, PIWIK, and affiliate network dashboards (Agoda, 12go, Klook) and monitor clicks, conversions, and user behavior.
- Collaborated with cross-functional teams (SEO, Content and Dev) to optimize user experience and site functionality.



## EDUCATION



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

May 2014 — May 2017