

ALLANA ALBERTO

📍 BACOR, CAVITE, PHILIPPINES 📞 09614744346

DETAILS

Bacoor, Cavite Philippines
a.allanajyan@gmail.com
projects.thegeeklygal.com

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



Wordpress Specialist | Support Engineer | Digital Marketing | VA



EMPLOYMENT HISTORY

WordPress Technical Engineer Support at LevelUp Support

(Stellar - LearnDash LMS, Kadence, The Events Calendar)

March 2023 — May 2026

- Provided advanced technical support for WordPress websites, with strong knowledge of WordPress core files, themes, and plugins, including *Kadence*, *LearnDash LMS*, *WooCommerce*, *The Events Calendar*, and related tools.
- Diagnosed and troubleshooted complex website and plugin issues, identified root causes, and provided clear, practical solutions to customers.
- Performed QA testing and root cause analysis on reported issues to verify bugs, reproduce problems, and recommend appropriate fixes.
- Documented plugin faults, bugs, and technical findings for referral to the development team for further review and updates.
- Explained technical information in simple, easy-to-understand terms for non-technical users.
- Used project management and issue-tracking tools such as JIRA and Atlassian to manage tasks, bug reports, and support workflows.
- Used customer support platforms such as *HelpScout* and *Zendesk* to manage customer inquiries, track conversations, and provide timely support.
- Contributed to knowledge base documentation by writing plugin guides, how-to articles, setup instructions, and troubleshooting resources.
- Created annotated screenshots and tutorial videos to help users understand plugin features and resolve common issues independently.
- Collaborated with internal teams to improve documentation, support processes, and overall customer experience.

WordPress Specialist & SEO at HK Design Pro

March 2023 — January 2024 (Part-time)

- 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 | VA at Babes of Bliss

January 2020 — January 2023 (Part-time/Freelance)

- Published and updated WordPress website content, including articles, landing pages, and service pages.
- Ensured content formatting, fonts, spacing, images, buttons, and layouts were clean and consistent.
- Checked pages for mobile responsiveness and cross-browser compatibility.
- Worked with WordPress tools and plugins such as *ACF*, *Elementor*, *Gutenberg Blocks*, and *WooCommerce*.
- Performed website updates, monitoring, maintenance checks, troubleshooting, and fixes.
- Assisted with on-page SEO, site audits, and performance checks using *Semrush*, *Google Analytics*, *Google Search Console*, and *PageSpeed Insights*.
- Created digital assets such as banners, images, and GIFs using *Canva* and *Photoshop*.

Web Developer Manager at Marketing Cross Media LTD (Stalinks)

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, train, and onboard WordPress developers.
- Setting up projects, tasks, and schedules using tools such as Trello, JIRA.

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

References

Michelle Spray

Support Supervisor in Stellar for LearnDash LMS
michelle@learndash.com

Stephanie Liy

Product Knowledge Manager at Stellar
Worked directly with Content, Technical Documents for knowledgebase website
steph.m.liy@gmail.com

Yusuf

WordPress Web Developer at Stalinks / Marketing Cross Media
Former colleague and teammate
mailme.myusuf@gmail.com
[+62895412411222](tel:+62895412411222)

Magdalena Fritz

Former Link Builder at Stalinks / Marketing Cross Media
Former colleague and teammate
itsmemfh8891@yahoo.com

John Carlo De Leon

Former Web Developer Manager at Marketing Cross Media
and former colleague and supervisor
jc.deleon027@gmail.com
[+639190954373](tel:+639190954373)