ALLANA ALBERTO

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DETAILS

Pasig, NCR, Philippines
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LINKS

LinkedIn

Portfolio

SKILLS

- WordPress
- HTML
- CSS
- JavaScript
- JQuer y
- 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 Production & Marketing Specialist at Big Voodoo Interactive

June 2026 — November 2026 (Contract)

- Managed WordPress content production, including uploading, formatting, updating, and publishing website pages and blog posts.
- Reviewed and adjusted HTML, CSS, layouts, and content formatting to ensure consistency and proper front-end display.
- Assisted in site audits and performance checks using Semrush and implemented on-page SEO, including metadata, heading structures, internal/external linking, image optimization, and alt text, and website optimization using Google PageSpeed Insights and GTmetrix.
- Performed quality assurance (QA) to identify broken links, formatting issues, and publishing errors while following client-specific SOPs and guidelines.
- Assisted in setting up campaigns and monitoring traffic in Google Analytics and Google Search Console.

WordPress Technical Engineer Support at LevelUp Support

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

March 2023 — May 2026 (Remote)

- Provided advanced technical support for WordPress websites, including core files, themes, and plugins such as Kadence, LearnDash, WooCommerce, and The Events Calendar.
- Diagnosed complex website issues, performed QA testing and root cause analysis, and delivered practical troubleshooting solutions.
- Reproduced bugs, documented technical findings, and collaborated with development teams to resolve plugin and compatibility issues.
- Managed customer inquiries through SalesForce, HelpScout and Zendesk, using Jira and Atlassian for issue tracking and support workflows.
- Created and maintained knowledgebase articles, plugin guides, setup instructions, and troubleshooting documentation.
- Produced annotated screenshots and tutorial videos to simplify technical concepts and help customers resolve issues independently.
- Collaborated with internal teams to improve support processes, documentation, 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 S*emRush, 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.
- Checked pages for mobile responsiveness and cross-browser compatibility.
- Worked with WordPress tools and plugins such as *ACF, Elementor, Gutenberg Blocks, and WooCommerce.*
- 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 A*CF, 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

Heather Stanley
Production and Marketing
at Big Voodoo Interactive
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Stephanie Liy
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