

Jonathan Aquarone

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Experienced WordPress Developer with over 4 years of expertise in developing custom themes and plugins, as well as managing high-performance websites for e-commerce, tech companies, editorial sites, and startups. Skilled in designing and integrating complex CMS solutions, optimizing site performance, SEO, and responsive design. Passionate about solving intricate web development challenges and delivering impactful solutions that drive growth.

SKILLS and TOOLS

WordPress Theme & Plugin Development - PHP - JavaScript (ES6, jQuery) - ACF Implementation - Technical Search Engine Optimization (SEO) & Site Performance Optimization - Responsive Web Design (HTML5, CSS3, Bootstrap, Elementor) - Version Control (GIT, GitHub, SourceTree) - Wordpress Rest API - Google Tag - Management (GTM) - Google Search Console - GA4 - Looker Studio - JIRA - WP-Engine - Flywheel - DreamHost

WORK EXPERIENCE

WordPress Project and Product Managing Consultant - Bombazar (Remote) , New York, NY 07/2024 - Present

- Website: <https://www.bombazar.com/>
- Worked alongside leadership to interpret high-level business strategies into actionable technical solutions, successfully launching initiatives on time and staying within 100% of the projected budget.
- Led the recruitment and onboarding of a development team in Argentina, overseeing candidate vetting, contract negotiations, and team integration. Ensured the new hires were fully aligned with the company's technical objectives and agile methodology, driving seamless collaboration and productivity.
- Managed the full transition of Bombazar to a headless WordPress CMS architecture, collaborating closely with developers and designers to ensure seamless front-end integration with the CMS.
- Collaborated with content creators to implement SEO-driven content strategies, increasing keyword rankings and site traffic.
- Provided comprehensive WordPress CMS training to clients, equipping them with the skills to manage and update their websites autonomously, eliminating the need for continuous developer assistance.
- Built custom reporting dashboards using Google Looker Studio, allowing clients to easily track SEO performance, user behavior, and conversion rates.

- Websites: <https://validationinstitute.com/> | <https://foodmedsummit.com/2025event/> | <https://foodmedcertified.com/>
- Collaborated with cross-functional teams to design and build the entire website from the ground up using WordPress, PHP, HTML, CSS, and JavaScript, ensuring alignment between business objectives and technical requirements while consistently delivering the project ahead of schedule.
- Integrated WordPress with the CRM Salesforce system, allowing the sales team to track customer interactions, handle lead segmentation more effectively and improve personalized outreach.
- Designed and implemented a WordPress-powered resource center for the sales team, providing them with up-to-date sales collateral and case studies, resulting in faster client onboarding and an increase in sales efficiency by 30%.
- Built custom reporting dashboards using Google Looker Studio, allowing clients to easily track SEO performance, user behavior, and conversion rates via Google Tag Manager and GA4.
- Optimized multiple websites for SEO, resulting in a 10% increase in organic traffic within six months.

- Website: <https://sapinsider.org/>
- Partnered with cross-functional teams to architect and build the website from the ground up, utilizing WordPress, PHP, HTML, CSS, and JavaScript. Ensured seamless alignment between business goals and technical solutions, consistently delivering the project ahead of schedule.
- Developed and implemented over 25 custom features for the website enhancing functionality and user experience while ensuring seamless integration with existing systems.
- Collaborated with the sales enablement team to develop a content distribution system on WordPress, ensuring that sales reps had easy access to the latest product information, which contributed to a 15% increase in client engagement.
- Developed custom WordPress themes focused on sales-specific landing pages with optimized content and CTAs, improving SEO and customer acquisition by 30% through targeted campaigns.
- Enhanced site performance by optimizing image loading, implementing lazy loading, and minifying CSS/JS, leading to a 90% increase in Google PageSpeed scores.
- Provided solutions for integrating third-party services (e.g., CRM, email marketing tools, and payment gateways) that helped clients automate operations and enhance customer experience.
- Trained internal users in WordPress CMS management, empowering them to maintain and update their sites without ongoing development support.

EDUCATION

Full Stack Web Development Program - Galvanize Inc , New York, NY

Graduation Year - 2018

Certificate in Product Management - Product School, New York, NY

Graduation Year - 2015

BA in Political Science - Marymount Manhattan College, New York, NY

Graduation Year - 2008