Jonathan Aquarone
Wordpress Developer

wpJon.info | linkedin.com

View All Recommendations

New York City, NY 11211 - (347) 432-0497 - Jon.wordpress.dev@gmail.com

Highly experienced **WordPress Developer** with 6+ years of experience specializing in **custom theme development**, **API integrations**, and **full website builds**. Extensive expertise in managing complex WordPress projects across multiple industries, delivering seamless **front-end** and **back-end** solutions. Proven track record of optimizing website performance, user experience, and conversion rates. Leveraging expertise in modern frontend frameworks including **React** alongside a strong foundation in **PHP**, **HTML5**, **CSS3**, and **JavaScript**. Adept at working with cross-functional teams to deliver high-quality digital products.

SKILLS and TOOLS

* **Wordpress Development:** WordPress Theme, Template & Plugin Development w/ PHP, HTML, CSS & Java Script, Advanced Custom Fields (ACF), Gutenburg custom block development, API Integrations Elementor page builder, DIVI page builder.

* **Front End Development and Design:** HTML5, Bootstrap, CSS3, JavaScript, REACT , jQuery, SASS, Elementor

* **Back End Development, Server & DevOps:** PHP, MySQL, REST API's, WP-Engine, Git, Github, Sourcetree

* **Data Analytics & Visualizations:** GA4, Google Search Console, Google Tag Management, Looker Studio

* **UX/UI Design**: Responsive Web Design, Graphic Design, Sketch App & Figma

WORK EXPERIENCE

wpJon.info- *Bombazar (Part-time) , New York, NY*   *07/2024 - Present*

- Website: https://www.bombazar.com/

- 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.

wpJon.info: *WordPress Developer* - Perfect Planner *(Part-time) , New York, NY*   *07/2024 - Present*

- Website: https://wownycpainters.com/

- Custom WordPress Development: Developed and modified WordPress themes and plugins to align with company requirements, enhancing functionality and driving business processes.

- Website Architecture: Established and guided the architecture of websites, ensuring seamless navigation and robust performance.

- UI/UX Expertise: Designed and developed complete UX and UI for websites, delivering visually appealing, user-friendly interfaces.

- Front-End Proficiency: Strong expertise in HTML5, CSS3, JavaScript, jQuery, and responsive design to create dynamic, mobile-friendly websites.

- Dynamic Webpages: Implemented Advanced Custom Fields (ACF) and CPT UI for customized, dynamic content solutions.

- Proficient understanding of code versioning tools such as GIT and Source Tree.

- Best practices for website development are implemented, including responsive design, accessibility, and search engine optimization (SEO).

- Proficient in using Google tools like Google Analytics, Google Tag Manager, and Google Search Console to gain detailed insights. Driven by a passion for monitoring website performance and constantly exploring new strategies to boost revenue across the customer journey.

- Ensuring high-performance and availability, and managing all technical aspects of the CMS.

- Hosting and Maintenance of servers using wp-engine.

- Provided technical and debugging support for the entire company.

wpJon.info: Senior *WordPress Developer* - WOW nycPainters *(Part-time) , New York, NY*   *07/2024 - Present*

- Website: https://wownycpainters.com/

- Custom WordPress Development: Created custom WordPress themes Using Elementor Page Builder.

- Integrated third-party APIs, focusing on lead segmentation in hubspot, to enhance functionality and user engagement.

- Implemented best practices for Google indexability and crawlability. Resolved technical SEO issues affecting website performance in search engine results.

- Managed website updates, maintenance, backups, and troubleshooted tasks, ensuring optimal performance and cross-browser compatibility using tools like WP-Engine.

- 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.

WordPress Developer - *World Congress, Boston, MA (Full-time)* *06/2023 - 06/2024*

- 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.

WordPress Developer - *Wellesley Information Services Company, Boston, MA (Full-time)* *04/2020 - 02/2023*

- 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 50 custom features to 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.

Freelance Wordpress Developer - wpJon.info *(Remote) , New York, NY*   *07/2018 - 2020*

- Wordpress Developer @twinsuns.app
- Wordpress Developer @hathacker.com
- Wordpress Developer @nybargigs.com
- Wordpress Developer @relevium.tech
- Wordpress Developer @microgreens.app

EDUCATION

Full Stack Web Development Program - Galvanize Inc , New York, NY   *Graduation Year - 2018*

Certificate in Software Product Management - *Product School, New York, NY*   *Graduation Year - 2015*

Marymount Manhattan College, New York, NY   *Graduation Year - 2008*