

Rolando Escobar

Senior WordPress Developer

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PROFESSIONAL SUMMARY

WordPress developer with 6+ years of experience building high-performance websites and custom solutions for US-based clients across healthcare, e-commerce, non-profit, and professional services industries. Specialized in custom theme and plugin development, Gutenberg/Elementor-based builds, WooCommerce, and multi-environment deployments via WP Engine. Comfortable owning projects end-to-end — from Figma-to-WordPress conversion to REST API integrations and ongoing maintenance.

TECHNICAL SKILLS

Core: WordPress, PHP, JavaScript, HTML/CSS, MySQL

Builders & Tools: Gutenberg, Elementor Pro, ACF (Advanced Custom Fields), WooCommerce, The Events Calendar

DevOps & Workflow: WP Engine, Git/GitHub, REST API, Staging/Production environments, Shopify

Other: SEO best practices, Google Tag Manager, Contact Form 7, Figma-to-WordPress conversion

Languages: PHP – Expert | JavaScript – Advanced | React – Mid

PROFESSIONAL EXPERIENCE

Software Engineer II (WordPress) | Allied Global Technology Services *Jul 2024 – Present*

- ▶ Develop and customize WordPress themes and plugins for multiple US-based clients with diverse requirements.
- ▶ Manage staging and production environments via WP Engine, ensuring zero-downtime deployments.
- ▶ Integrate Elementor Pro, Kadence Blocks, and The Events Calendar into complex builds.
- ▶ Implement on-page SEO strategies and Core Web Vitals optimizations to improve search visibility and load times.
- ▶ Collaborate with designers and marketing teams to deliver pixel-accurate, fully functional websites.

Senior WordPress Developer | NetForemost

Oct 2023 – Jul 2024

- ▶ Served as technical lead on multiple concurrent web projects, coordinating implementation and quality standards.
- ▶ Designed and developed custom themes and plugins to enhance WordPress site aesthetics and functionality.
- ▶ Resolved complex technical issues and maintained performance and stability across client sites.
- ▶ Ensured compatibility with latest WordPress versions and enforced security best practices.

WordPress Developer | Creativa Studios

Nov 2022 – Aug 2023

- ▶ Built corporate and e-commerce websites in WordPress for clients across multiple industries.
- ▶ Developed custom themes and implemented plugins tailored to specific client workflows.
- ▶ Optimized site performance and maintained security hygiene (updates, hardening, monitoring).

WordPress Developer | Publissoft Inc.

Oct 2020 – Jul 2021

- ▶ Integrated WordPress with Magento and Shopify to support e-commerce client requirements.
- ▶ Developed custom extensions and add-ons to extend merchant store functionality.
- ▶ Managed SEO and performance optimization for online stores.
- ▶ Collaborated with front-end developers, designers, and merchants to deliver complete solutions.

Freelance WordPress Developer | Independent

Jan 2019 – Oct 2023

- ▶ Designed and developed corporate and e-commerce websites for US-based clients remotely.
- ▶ Handled full project lifecycle: discovery, custom theme/plugin development, client training, and ongoing support.
- ▶ Maintained long-term client relationships built on clear communication and consistent delivery.

EDUCATION & CERTIFICATIONS

Professional WordPress Developer Certificate — Centro de Estudios INATEC | 2019

LANGUAGES

Spanish — Native **English** — Professional (C1)