

Jarish B. Castañeda

Full-Stack Web Developer | WordPress, Shopify & Webflow Specialist | Technical SEO, Performance Optimization & Website Security

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Professional Summary

Full-Stack Web Developer with 15+ years of professional experience specializing in WordPress, Shopify, Webflow, website migrations, technical SEO, website security, and performance optimization.

Experienced in building, migrating, maintaining, and optimizing websites for businesses of all sizes while preserving SEO performance, improving speed, and delivering scalable solutions.

Experienced working with international agencies and clients across Australia, the United States, Canada, and Europe in fully remote environments, managing projects from planning and development through deployment and ongoing support.

Core Expertise

- WordPress & WooCommerce Development (Elementor, Divi, WPBakery, Beaver Builder, ACF, Custom Post Types, PSD/Figma Designs to Live Functional Websites, API Integration)
- Shopify, Webflow, Wix & Squarespace Development
- Website Migration (WordPress, Shopify, Webflow, Wix & Squarespace)
- Front-end & Back-end Development (HTML, CSS, JavaScript, jQuery, PHP, MySQL)
- Theme & Plugin Customization
- WooCommerce & Shopify Store Setup and Customization

SEO & Performance

- Google Search Console / Google Analytics / Google Tag Manager
- On-page & Technical SEO (metadata, site structure, schema basics)
- 301 Redirect Management & URL Mapping
- Website Speed Optimization (Core Web Vitals, performance tuning)
- Image optimization, caching, and script optimization
- .htaccess, robots.txt, and indexing control

Website Security & Maintenance

- Malware removal and hacked site recovery
- Website hardening (firewall, login protection, best practices)
- SSL setup and mixed content fixes
- Regular updates, backups, and vulnerability monitoring
- Ongoing website maintenance and support

Hosting & Server Management

- cPanel, WHM, DNS, domain setup and pointing
- Website Migration, Staging & Production Deployment
- Server setup, optimization, and troubleshooting
- AWS, Plesk, and shared hosting environments

Tools & Platforms

• CMS & eCommerce:

WordPress (Custom Themes, Plugins, ACF, Custom Post Types), WooCommerce, Shopify, Webflow, Wix, Squarespace, BigCommerce, Magento

• Page Builders:

Elementor, Divi, Beaver Builder, WPBakery, Visual Composer, Oxygen Builder, Bricks Builder

• Front-end & Back-end:

HTML5, CSS3, JavaScript, jQuery, PHP, MySQL, Bootstrap, REST API Integration, JSON

• SEO & Analytics:

Google Analytics, Google Search Console, Google Tag Manager, SEO Audit Tools, Technical SEO, On-page SEO, Schema Basics

• Performance & Optimization:

Core Web Vitals, GTmetrix, PageSpeed Insights, Caching Optimization, Image Optimization, Script & CSS/JS Optimization

• Hosting & Server:

cPanel, WHM, DNS Management, Domain Setup & Pointing, AWS, Plesk, FTP/SFTP

• Security:

SSL Setup, Malware Removal, Website Hardening, Firewall Configuration, Login Protection, Backup & Recovery

- **Workflow & Collaboration:**

Slack, Google Chat, Asana, Trello, ClickUp, Zendesk, Planhat, Git, GitHub

AI Productivity

- ChatGPT
- Claude
- GitHub Copilot
- AI-enhanced development workflows
- AI-assisted debugging
- AI-assisted code generation
- AI-assisted documentation

- **Marketing & Automation:**

HubSpot, Mailchimp, Zapier, ClickFunnels

- **Design & Media:**

Canva, Adobe Photoshop, Adobe Illustrator, Figma (Design-to-Development)

- **Testing & QA:**

Chrome DevTools, BrowserStack, I Love Adaptive, Cross-browser Testing, Responsive Testing, Mobile Testing, QA Testing

Professional Experience

MYADVICE – Gallery Specialist / Web Developer (July 2012 – Present | Full-Time Independent Contractor | Remote | USA)

- Managed gallery setup and optimization for new client onboarding, including photo gallery migration, organization, and quality assurance.
- Delivered fully responsive, mobile-optimized website gallery layouts across multiple client projects.
- Developed and maintained responsive front-end website layouts and gallery interfaces across multiple WordPress websites.
- Performed front-end development, WordPress updates, bug fixes, troubleshooting, and website enhancements based on client requirements.
- Developed custom functionality, scripts, and features using PHP, JavaScript, and jQuery based on client-specific requirements.
- Supported technical SEO improvements through structured content, optimized gallery assets, and website enhancements.
- Coordinated closely with the Project Manager and Director to align tasks, timelines, and client expectations.
- Maintained clear daily progress reports to streamline project workflows and ensure timely project delivery.

EASTBOUND DIGITAL – Web Developer (March 2025 – June 2026 | Independent Contractor | Remote | Australia)

- Manage and maintain multiple WordPress websites
- Handle fixes, updates, and enhancements across client projects
- Support technical SEO improvements and website performance optimization
- Work within structured workflows and provide regular updates

PETERSON & CO – Lead Web Developer (July 2022 – Present | Independent Contractor | Part-Time | Remote | Australia)

- Lead WordPress and Shopify projects from estimation and planning to deployment and ongoing support
- Convert Figma designs into fully functional, responsive, and cross-browser compatible websites
- Develop custom WordPress and Shopify features, integrations, and functionality based on client requirements
- Perform website migrations, hosting transfers, and domain/DNS configuration and management
- Troubleshoot issues, implement bug fixes, and provide monthly maintenance for client websites
- Implement SEO best practices, maintain website security, and optimize website performance and usability
- Manage multiple projects simultaneously while working directly with the business owner on project requirements and execution
- Build responsive, cross-browser compatible websites optimized for desktop, tablet, and mobile devices.

STEWART MEDIA PTY LTD – Web Developer (January 2016 – June 2019 | Full-Time | Remote | Australia)

- Developed and maintained websites using PHP, HTML5, CSS3, XML, JavaScript, and jQuery
- Implemented technical on-page and off-page SEO strategies across multiple websites and industries
- Performed quality assurance testing and implemented SEO best practices based on technical guidelines
- Managed technical SEO elements including .htaccess, robots.txt, metadata, and site speed optimization
- Worked across multiple content management and e-commerce platforms including WordPress, Magento, BigCommerce, Neto, and CoreDNA
- Managed and maintained multiple websites simultaneously while ensuring performance, functionality, and search visibility
- Collaborated with distributed teams and participated in daily status meetings to deliver high-quality digital solutions

VARIOUS COMPANIES – Web Developer / Designer (2009 – 2014, USA / Canada / Australia / Sweden)

- Developed websites using WordPress, PHP, MySQL, HTML5, CSS3, and JavaScript
- Designed responsive websites and implemented technical SEO best practices

- Managed hosting environments, domain registrations, and DNS configurations
- Performed website migrations, maintenance, troubleshooting, and ongoing technical support for multiple international clients

Education

University of Cebu – BS Information Technology (2003–2008)

- 1st Runner-up – Web Designing Contest (ICS Days 2007)