

Jarish B. Castañeda

Full-Stack Web Developer

WordPress • Shopify • PHP • WooCommerce • Custom
Web Development • Technical SEO • Website Migration •
Website Troubleshooting & Debugging • Performance
Optimization • Website Security • AI-Assisted
Development

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Professional Summary

Full-Stack Web Developer with 17+ years of experience building, optimizing, securing, and maintaining WordPress websites, Shopify stores, and custom web solutions. Core expertise includes custom WordPress development, PHP, WooCommerce, Shopify, technical SEO, website migrations, troubleshooting, performance optimization, website security, and AI-assisted development.

Experienced in UI/UX implementation, front-end and back-end development, server administration, hosting infrastructure, technical SEO, website security, malware removal, PHP compatibility upgrades, and scalable web solutions.

Successfully collaborated with international agencies and clients across Australia, the United States, Canada, and Europe, **delivering scalable, high-quality web solutions** from planning and design through development, deployment, quality assurance, troubleshooting, and long-term technical support.

Core Expertise

- ✓ WordPress & WooCommerce Development (Elementor, Divi, WPBakery, Beaver Builder, ACF Pro, Custom Post Types, Theme & Plugin Customization)
- ✓ Shopify, Webflow, Wix & Squarespace Development
- ✓ Website Migration (WordPress, WooCommerce, Shopify, Webflow, Wix & Squarespace)

- ✓ Front-end & Back-end Development (HTML5, CSS3, JavaScript, jQuery, PHP, MySQL)
- ✓ Custom WordPress Theme & Plugin Development
- ✓ Figma / PSD / Adobe XD to Responsive & Mobile-First Website Development
- ✓ WooCommerce & Shopify Store Setup, Customization & Optimization
- ✓ REST API & Third-Party API Integrations
- ✓ Website Troubleshooting, Bug Fixing & PHP Compatibility
- ✓ Malware Removal & Website Recovery
- ✓ Technical SEO & Performance Optimization
- ✓ Website Security, SSL, Hosting & DNS Management
- ✓ Server Administration & Website Deployment
- ✓ Website Maintenance & Long-Term Technical Support
- ✓ Client Communication, Technical Consultation & Customer Support

SEO & Performance

- ✓ Google Search Console / Google Analytics / Google Tag Manager
- ✓ On-page & Technical SEO (Metadata, Site Structure & Schema Markup)
- ✓ 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 Pro, 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 • Bootstrap • PHP • MySQL • REST API • JSON • AJAX

SEO & Analytics

Google Analytics 4 • Google Search Console • Google Tag Manager • SEMrush • Ahrefs • Screaming Frog SEO Spider • Technical SEO • On-page SEO • Schema Markup

Performance & Optimization

Website Performance Optimization • Core Web Vitals • Google PageSpeed Insights • GTmetrix • Caching Optimization • Image Optimization • CSS/JavaScript Optimization • Database Optimization • Lazy Loading • Performance Auditing

Hosting & Server

Cloudflare • cPanel • WHM • AWS • Plesk • FTP/SFTP • DNS Management • Domain Setup & Pointing • SSL Configuration • Website Deployment

Security

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

Workflow & Collaboration

Slack • Google Chat • Asana • Trello • ClickUp • Zendesk • Planhat • Git • GitHub • ManageWP

AI Productivity

ChatGPT • Claude • GitHub Copilot • Prompt Engineering • AI-assisted Development • AI-assisted Debugging • Workflow Automation • Technical Documentation

Marketing & Automation

HubSpot • Mailchimp • Zapier • ClickFunnels

Design & Media

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

Testing & QA

Quality Assurance (QA) • User Acceptance Testing (UAT) • Functional Testing • Cross-browser Testing • Responsive Testing • Mobile Testing • Chrome DevTools • BrowserStack • I Love Adaptive

Professional Experience

PETERSON & CO – Lead Web Developer (July 2022 – Present | Independent Contractor | On-Call, Output Based | Remote | Australia)

- Lead WordPress and Shopify projects from estimation and planning to deployment and ongoing support
- Convert Figma designs into pixel-perfect, fully responsive, cross-browser compatible WordPress websites using Elementor, Beaver Builder, custom WordPress themes, Elementor, Beaver Builder, and PHP.
- Develop custom WordPress and Shopify features, integrations, and functionality based on client requirements
- Perform website migrations, hosting transfers, and domain/DNS configuration and management
- Plan and execute PHP version upgrades, resolve plugin and theme compatibility issues, fix critical website errors, and optimize websites for newer PHP releases.
- Troubleshoot website issues and deliver ongoing website maintenance using ManageWP for updates, backups, and monitoring.
- Perform website quality assurance (QA), cross-browser testing, responsive testing, and post-deployment validation before client handoff.
- Implement technical SEO best practices, Core Web Vitals optimization, schema markup, website security, and performance improvements.
- 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.
- Leverage AI tools including ChatGPT, Claude, and GitHub Copilot to improve development efficiency, troubleshoot code, review implementations, generate technical documentation, and assist with problem-solving while validating all AI-generated output before deployment.

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

- Managed multiple WordPress websites using **ManageWP**, including bulk plugin and theme updates, backups, uptime monitoring, and routine maintenance.
- Conducted ongoing website maintenance, post-deployment quality assurance (QA), cross-browser testing, responsive testing, and functionality validation to ensure websites remained stable, secure, and fully operational.
- Handled WordPress fixes, bug resolution, and website enhancements across multiple client projects.
- Supported technical SEO improvements, Core Web Vitals optimization, and website performance tuning.
- Worked within structured workflows while providing regular progress updates to project managers.

STEWART MEDIA PTY LTD – SEO 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 website quality assurance (QA), implemented technical SEO best practices, and validated website functionality based on project requirements.
- 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

MYADVICE – Web Developer / Gallery Specialist (July 2012 – January 2026 | Independent Contractor | Remote | USA)

- Manage gallery setup and optimization for new client onboarding, including photo gallery migration, organization, and quality assurance.
- Deliver fully responsive, mobile-optimized website gallery layouts across multiple client projects.
- Develop and maintain responsive front-end website layouts and gallery interfaces across multiple WordPress websites.

- Perform front-end development, WordPress updates, bug fixes, troubleshooting, and website enhancements based on client requirements.
- Develop custom functionality, scripts, and features using PHP, JavaScript, and jQuery based on client-specific requirements.
- Support technical SEO improvements through structured content, optimized gallery assets, and website enhancements.
- Coordinate closely with the Project Manager and Director to align tasks, timelines, and client expectations.
- Maintain clear daily progress reports to streamline project workflows and ensure timely project delivery.

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

- Developed websites using WordPress, PHP, MySQL, HTML5, CSS3, and JavaScript.
- Designed responsive websites, logos, and user interface elements based on client requirements.
- Implemented technical SEO best practices to improve search visibility and website performance.
- Managed hosting environments, domain registrations, DNS configurations, and website security 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)