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 and MySQL, HTML5, CSS3, JavaScript, jQuery, WooCommerce, Shopify, Webflow, Wix, Squarespace, on-page and technical SEO, website migrations, troubleshooting, performance optimization, website security, and AI-assisted development.

Experienced in UI/UX implementation, front-end and back-end development, hosting and server management, malware removal, PHP compatibility upgrades, and scalable web solutions.

Collaborates with international agencies and clients across Australia, the United States, Canada, and Europe, delivering solutions from design implementation through deployment, quality assurance, troubleshooting, and long-term technical support.

CORE EXPERTISE

- WordPress & WooCommerce Development (Elementor Pro, Bricks Builder, Divi, WPBakery, Beaver Builder, Oxygen 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 Development; Figma / PSD / Adobe XD Design-to-Website Implementation
- WooCommerce & Shopify Store Setup, Customization & Optimization; REST API & Third-Party Integrations
- Website Troubleshooting, Bug Fixing, PHP Compatibility, Malware Removal & Website Recovery
- On-page SEO, Technical SEO, Core Web Vitals & Performance Optimization
- Website Security, SSL, Hosting, DNS, Server Administration & Deployment
- Website Maintenance, Long-Term Technical Support, Client Communication & Technical Consultation

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

Development Tools: Visual Studio Code (VS Code) • Sublime Text • Chrome DevTools

WordPress Maintenance: ManageWP • Website Updates • Backup Management • Uptime Monitoring • Website Maintenance

SEO & Analytics: Google Analytics 4 • Google Search Console • Google Tag Manager • SEMrush • Ahrefs • Screaming Frog SEO Spider • Schema Markup • Microsoft Clarity • Hotjar

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

Hosting & Server: Cloudflare • cPanel • WHM • Cloudways • Plesk • FTP/SFTP • DNS Management • Domain Setup & Pointing • SSL Configuration • Website Deployment

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 • Superflow • Git • GitHub

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

CRM/Marketing & Automation: HubSpot • Mailchimp • Salesforce • Klaviyo • Zapier • ClickFunnels

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

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

PROFESSIONAL EXPERIENCE

Lead Web Developer | Peterson & Co.

July 2022 – Present | Independent Contractor • On-call, output-based • Remote | Australia

- Lead WordPress and Shopify projects from estimation and planning through deployment and ongoing support.
- Convert Figma designs into responsive, cross-browser WordPress websites using Elementor, Bricks Builder, WPBakery, Visual Composer, and custom 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 PHP upgrades, resolve plugin and theme compatibility issues, fix critical website errors, and optimize sites for newer PHP releases.
- Troubleshoot website issues and provide ongoing maintenance using ManageWP for updates, backups, and monitoring.
- Perform QA, cross-browser and responsive testing, and post-deployment validation before client handoff.

- Implement technical SEO, Core Web Vitals optimization, schema markup, website security, and performance improvements.
- Manage multiple projects directly with the business owner; use ChatGPT, Claude, and GitHub Copilot to support development, debugging, reviews, documentation, and problem-solving while validating AI-generated output.
- Technical Support: Troubleshoot website issues while communicating solutions, technical findings, and completed work directly to clients in clear, understandable terms.
- Customer Support: Respond to client inquiries, clarify requirements, provide project updates, and document technical changes and completed tasks for client communication and reference.

Web Developer | EastBound Digital

March 2025 – June 2026 | Independent Contractor • Remote | Australia

- Managed multiple WordPress websites using ManageWP, including plugin and theme updates, backups, uptime monitoring, and routine maintenance.
- Conducted maintenance, post-deployment QA, cross-browser and responsive testing, and functionality validation to keep websites stable, secure, and 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 and provided regular progress updates to project managers.

SEO Web Developer | Stewart Media Pty Ltd

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 websites and industries.
- Performed QA, applied technical SEO best practices, and validated website functionality against project requirements.
- Managed .htaccess, robots.txt, metadata, and site-speed optimization.
- Worked across WordPress, Magento, BigCommerce, Neto, and CoreDNA.
- Maintained multiple websites while ensuring performance, functionality, and search visibility; collaborated with distributed teams and joined daily status meetings.

Web Developer / Gallery Specialist | MyAdvice

July 2012 – September 2026 | Independent Contractor • Remote | USA

- Managed gallery setup and optimization for new client onboarding, including photo gallery migration, organization, and QA.
- Delivered responsive, mobile-optimized website gallery layouts across client projects.
- Developed and maintained responsive front-end layouts and gallery interfaces across multiple WordPress websites.
- Performed front-end development, WordPress updates, bug fixes, troubleshooting, and enhancements based on client requirements.
- Developed custom functionality and scripts using PHP, JavaScript, and jQuery.
- Supported technical SEO through structured content, optimized gallery assets, and website enhancements.
- Coordinated with the Project Manager and Director on tasks, timelines, and client expectations; maintained daily progress reports.

Web Designer | Elation Websites

August 2012 – March 2014 | Contract • Remote | Vancouver, British Columbia, Canada

- Designed and developed websites, including design mockups and PSD-to-WordPress implementation.
- Implemented SEO best practices to improve website structure and search visibility.

Web Manager | 4ibac LTD

September 2010 – 2013 | Sweden

- Managed website design and development using PHP and MySQL.
- Implemented website updates and submitted daily progress reports.

Web Developer | WebGeekGroup

May 2011 – 2012 | USA

- Developed and maintained websites using PHP, MySQL, and WordPress.
- Supported web hosting, implemented SEO improvements, and submitted daily progress reports.

Web Designer | Baar and Co.

December 2010 – August 2011

- Designed websites, logos, and business cards based on client requirements.
- Developed website functionality using PHP and MySQL, implemented SEO improvements, and provided customer support.
- Submitted daily progress reports.

Web Developer | Earth Care

March 2011 – May 2011 | Australia

- Designed and developed websites using PHP and MySQL; implemented updates and submitted daily progress reports.

Web Developer / Administrator | Electronickrazy Inc.

August 2009 – 2011 | USA

- Developed new websites and updated existing websites using XHTML, CSS, JavaScript, WordPress, PHP, and MySQL.
- Created logos and supported website design and SEO requirements; submitted daily progress reports.

Web Designer | Clicks-to-Success

November 2009 – September 2010

- Designed and updated websites using HTML, CSS, JavaScript, and WordPress.
- Created graphic designs, print materials, artwork, and logos; configured WordPress blogs and integrated audio/video.
- Implemented SEO improvements and provided customer support.
- Performed data mining, citation building, link building, directory submission, and lead generation to support SEO campaigns.

Web Designer | Taz Solutions Inc.

July 2009 – August 2009

- Developed and updated corporate websites using DHTML, CSS, JavaScript, and WordPress.
- Created website design mockups based on client requirements.

Web Developer / Designer | Various Companies

2009 – 2014 | USA, Canada, Australia & Sweden

- Developed websites using WordPress, PHP, MySQL, HTML5, CSS3, and JavaScript.
- Designed responsive websites, logos, and UI elements; implemented technical SEO best

practices.

- Managed hosting, domains, DNS, website security, migrations, maintenance, troubleshooting, and ongoing technical support.
- Data Mining, Lead Generation, and Customer Support

EDUCATION

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

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