

# FERNANDO JIMENEZ

WEB DEVELOPER

## CONTACT

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### LinkedIn Profile

<https://www.linkedin.com/in/fernando-jimenez-76895b47/>

### Portfolio Website

<https://fernandojimenezdev.com/>

## SKILLS

WordPress custom development (themes, plugins, ACF).

PHP, HTML5, CSS/SCSS & JavaScript  
React.js, Vue.js & Bootstrap, Tailwind CSS  
SEO & analytics (GTM, GA4, Ahrefs, SEMrush)

UX & responsive design;

Node.js/NPM/Yarn, Gulp & Git

English & Spanish fluency

## EDUCATION

University of North Carolina at Charlotte

**2010-2014**

Bachelors In Information Technology -  
Software Information Systems

## References

Adrianna Montero

*The Advocates- Marketing Director*

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310-406-6374

Jessica Jeppson

## PROFILE

I'm a web developer with over 10 years of experience, specializing in WordPress and modern front-end development. I build custom WordPress solutions from the ground up, including fully custom **PHP themes, MVC-style structures, and headless WordPress setups**. I also have extensive experience working with the WordPress REST API (wp-json), ACF, and creating scalable, maintainable architectures that blend traditional CMS workflows with modern tools. Alongside my WordPress expertise, I work **with React, Next.js, GitHub, npm, yarn, and component-driven development**. I enjoy building modern interfaces, integrating JavaScript frameworks with WordPress, and refining development workflows using AI-assisted tools for faster iteration and cleaner code. I'm also highly efficient at improving performance and SEO, regularly **boosting Lighthouse and Google PageSpeed** scores through clean architecture, optimization best practices, and a strong focus on accessibility and UX. My approach combines the stability of WordPress with the innovation of modern frameworks, always with the goal of creating fast, user-focused digital experiences.

## EXPERIENCE

Web Developer / SEO Specialist The Advocates (Personal Injury Law Firm)

**2016-2025**

### Development Experience

- Built custom WordPress sites using PHP, MVC architecture, and modern tooling (Node.js, NPM, Yarn, Gulp). Created custom themes, plugins, and reusable components.
- Integrated modern JavaScript frameworks—including Vue.js and React such as a Vue-based internal attorney directory application.
- Optimized front-end performance using SCSS, Tailwind CSS, and Bootstrap, consistently achieving high Google PageSpeed Insights and Lighthouse scores.
- Developed fully customized WordPress backends to streamline workflows for content writers and improve editorial processes.
- Diagnosed and resolved complex site issues, modernized legacy systems, improved security, and established long-term coding standards.
- Experienced with hosting/server management including WP Engine, Rackspace, and configuring CDNs such as Cloudflare for caching, security, and performance.

- Integrated website forms with internal CRM systems using webhooks and JSON payloads, ensuring accurate lead transfer and automated workflow triggers.

### **SEO Specialist Experience**

- Improved Google PageSpeed Insights scores for both mobile and desktop through performance optimization, asset restructuring, and code refactoring.
- Skilled in diagnosing speed bottlenecks using Lighthouse, GTmetrix, Core Web Vitals, and server-level profiling tools.
- Performed deep SEO audits using Ahrefs and SEMrush, analyzing keyword gaps, backlink profiles, site structure, content opportunities, and technical issues.
- Engineered advanced analytics setups: custom GTM containers, GA4 events, KPI dashboards, and detailed data layer implementations.
- Developed automated webhook pipelines integrating websites with CRMs for accurate lead tracking and reporting.
- Performed technical SEO audits, UX research, and data analysis to improve rankings, conversions, and user experience.
- Created custom performance and behavioral KPIs for stakeholders, enabling deeper insights into user journeys and marketing effectiveness.

Web Developer / SEO Specialist – Premier Equestrian

### **2014- 2016**

- Drove a 40% increase in horse-jump sales by optimizing horsejumps.net SEO and on-site content, elevating the site's ranking from the fourth page to the first page on Google and other search engines.
- Collected and analyzed key web metrics, visits, time on site, page views per visit, transaction volume and revenue, traffic mix, click-through rates, conversion rates, cost per acquisition, cost per click to guide marketing strategy.
- Identified and reported key performance indicators (KPIs) to evaluate the effectiveness of digital campaigns.
- Configured and optimized analytics tools such as Lucky Orange, Google Analytics, Google Trends and Google Ads to track visitor behavior and conversion paths.
- Coordinated with developers to refine website architecture, server configuration and page construction for better search visibility and user experience.
- Performed timely updates to web page content and links to ensure accuracy and relevance.
- Managed online marketing initiatives including paid ad placements, affiliate and sponsorship programs, email promotions and social media campaigns.

**2012-2013**

- Designed, built and maintained websites using HTML, CSS, JavaScript and content management tools, ensuring consistent functionality and engaging user experiences.
- Collaborated with management and development teams to prioritize website needs, resolve conflicts, define content criteria and select appropriate technical solutions.
- Migrated data from dedicated servers to Rackspace cloud servers and implemented regular backups to local directories to ensure quick recovery and business continuity.
- Diagnosed and resolved hardware, software and network issues; maintained and administered computer networks, servers and related computing environments, providing for data security, control and disaster recovery.