

Luis Matias Ezequiel Alvez

Portfolio: <https://portfolio-silk-xi-86.vercel.app/es>

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Profile

Web Developer specialized in WordPress and SEO, with experience in creating, customizing, and optimizing websites, landing pages, and blogs, focused on performance, search engine optimization, and user experience.

Certifications & Courses

Front-End Development Career Track – Coderhouse (2021-2022)

- Web Development • JavaScript • ReactJS

Mobile App Development Career Track – Coderhouse (2023)

- React Native

Work Experience

MyPartyRentalGuys

February 2025 – August 2025

Web Developer & SEO Specialist

- Designed and developed the company's main website using WordPress with Elementor Pro.
- Conducted SEO audits and implemented optimization strategies with YoastSEO and SurferSEO, improving site visibility.
- Created SEO-optimized blog content with SurferSEO to drive organic traffic.
- Performed weekly performance analysis with Google Analytics to enhance content and marketing strategies.
- Configured and customized multiple WordPress plugins to improve website functionality.
- Developed custom components using HTML, CSS, and JavaScript.
- Set up and designed the Goodshuffle Pro eCommerce plugin for rental services.
- Designed and executed email marketing campaigns using Mailchimp.
- Built two additional promotional websites to expand the company's online presence.

Haz&Enves

Front-End Developer (Landing Page Project)

Janaury 2023 – June 2023

- Designed and developed a promotional landing page using ReactJS and ReactDOM.
- Styled components with CSS, SASS, and Tailwind CSS for a modern, responsive UI.
- Created the page structure and layout using Figma for wireframing and design.
- Configured hosting on a free platform and deployed the landing page.

Technical Skills

- Web Development: HTML5, CSS3, JavaScript, ReactJS, React Native, NextJS, AstroJS
- Styling & Design: SASS, Tailwind CSS, Figma, Canva, Adobe Photoshop
- CMS & Tools: WordPress (Elementor PRO), Mailchimp, YoastSEO, SurferSEO, Rank Math SEO, WP Rocket, Google Analytics 4, Google Search Console
- eCommerce & Plugins: Goodshuffle Pro, Plugin configuration and customization
- Performance & SEO Optimization: PageSpeed optimization, SEO performance monitoring, website speed and responsiveness improvements
- Hosting & Deployment: Basic hosting setup, website deployment and maintenance
- Languages: English – Conversational