

# Lorence Palisan

## Software Engineer / Web Developer

Cagayan de Oro City, Philippines

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## PROFESSIONAL SUMMARY

WordPress Developer with production experience building, customizing, and maintaining high-traffic CMS-driven websites for local and international clients. Strong expertise in custom WordPress theme and plugin development, WooCommerce customization, and performance optimization, with the ability to go beyond page builders. Backed by a solid full-stack background (Laravel, React), enabling deeper troubleshooting, scalable integrations, and long-term maintainability. Experienced in ongoing site maintenance, content updates, and visual asset creation using Canva.

## CORE WORDPRESS SKILLS

- Custom WordPress Theme Development (PHP, HTML, CSS, JavaScript)
- WordPress Plugin Customization & Extension
- WooCommerce Setup, Custom Product & Checkout Logic
- Custom Post Types, Taxonomies, and Advanced Custom Fields (ACF)
- SEO Plugin Configuration (Yoast, Rank Math) and best-practice setup
- Performance Optimization (caching, asset optimization, database cleanup)
- Core Web Vitals optimization (LCP, CLS, INP)
- Security Best Practices & Plugin Management
- Website Maintenance, Updates, and Bug Fixing
- Cross-browser & Responsive Design
- Client-ready CMS configuration and documentation
- Elementor, Beaver Builder, Divi Builder

## CMS & Platforms

- **WordPress (Core, Themes, Plugins, WooCommerce)**
- Squarespace

## Languages

- PHP 8+, JavaScript, SQL, HTML, CSS,

## Design & Content Tools

- **Canva (website images, banners, hero sections, marketing assets)**
- Basic UI implementation from Figma/Canva designs

## AI-Assisted Development

- Cursor
- GitHub Copilot

# PROFESSIONAL EXPERIENCE

## Fligno

### Associate Software Engineer / WordPress Developer

- Developed, customized, and maintained **WordPress and WooCommerce websites** for international clients, delivering solutions beyond standard page builders.
- Built and modified **custom WordPress themes** to match designer specifications and business requirements.
- Implemented **plugin-level customizations**, including:
  - Custom post types and taxonomies
  - Advanced Custom Fields (ACF)–driven content management
- Customized WooCommerce stores:
  - Product layouts and pricing logic
  - Checkout flow and content structure
- Performed regular **website maintenance and support**, including:
  - Core, theme, and plugin updates
  - Performance tuning and database optimization
  - Bug fixes and content updates
- Collaborated with designers, project managers, and clients to deliver production-ready websites, including:
  - [changepps.com.au](https://changepps.com.au)
  - [ayalalandlogistics.com](https://ayalalandlogistics.com) and its related sites (Technopark, ALogis, Artico)
  - [pinoywarehouse.com.au](https://pinoywarehouse.com.au)
  - [chekbox.io/lokpaydigital.io](https://chekbox.io/lokpaydigital.io)
- Used **Canva** to design and update site visuals, banners, and marketing assets aligned with brand guidelines.

# **EDUCATION & CERTIFICATIONS**

## **Bachelor of Science in Information Technology (Cum Laude)**

STI College Cagayan de Oro

### **Certifications**

- Google Cybersecurity – Coursera
- Database Foundations – Oracle Academy

### **CHARACTER REFERENCE**

#### **Michael Luis Sales**

President Fligno / C.O.O Erudithe / C.I.O GGAI

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