

# Diego Ponce

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Results-driven Web Developer & SEO Specialist with 5+ years of experience building and optimizing websites that deliver measurable growth. Skilled in front-end and back-end development (React, Node.js, PHP, WordPress, Shopify) with strong knowledge of SEO, digital marketing, and analytics. Fluent in English and Spanish, with proven success improving website rankings, boosting engagement, and executing data-driven marketing campaigns for diverse audiences. Adept at using Git, CI/CD workflows, and cloud deployments to ensure scalable, high-performing solutions. Passionate about blending technical expertise with marketing strategy to drive visibility, traffic, and business results.

Willing to relocate: Anywhere

## Personal Details

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**Highest Level of Education:** Bachelor's Degree

**Total years of experience:** 5

## Work Experience

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### Marketing Coordinator

Bind Marketing

September 2024 to May 2025

- Planned and executed multichannel campaigns (email, social media, Google Ads) that increased audience engagement by 40% in six months.
- Conducted SEO audits and keyword research, improving organic visibility and generating a 25% increase in web traffic.
- Used Google Analytics, Search Console, and SEMrush to track KPIs, prepare reports, and guide strategic improvements.
- Collaborated with designers and developers to optimize landing pages for lead generation, improving conversion rates by 15%.
- Managed website updates in WordPress, ensuring SEO best practices were implemented across all content.

### Web Developer

Dumroom Media

March 2024 to September 2024

- Developed and optimized websites using HTML5, CSS3, JavaScript, PHP, and WordPress/WooCommerce, improving site speed by 30% through caching and image optimization.
- Implemented custom functionalities with React, Node.js, and PHP to enhance UX and site capabilities.
- Deployed websites via Git, cPanel, and cloud hosting (Vercel/Netlify), reducing downtime during migrations by 90%.
- Created SEO-focused landing pages with Elementor and Avada, achieving an average CTR improvement of 22%.
- Monitored performance with Google Tag Manager and GA4, identifying insights that boosted client campaign ROI.

## Web Developer

Dificonsa

August 2021 to September 2023

- Designed and maintained multiple company websites with responsive UX/UI using React, Bootstrap, and PHP.
- Implemented CI/CD pipelines (GitHub + Docker) for deployment, improving release efficiency and reducing errors.
- Integrated SEO strategies, leading to a top 3 Google ranking for 12+ industry keywords and a 50% increase in organic traffic.
- Resolved WordPress and WooCommerce plugin issues, reducing load times and improving site reliability.
- Partnered with marketing teams to align web development with campaign goals, supporting lead generation and brand awareness.

## Education

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### Digital Marketing (College diploma)

SELC College-Vancouver, BC

March 2024 to September 2024

### Computer science (BACHELOR'S DEGREE)

ULA

August 2021 to June 2024

## Skills

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- Web Development: React, Node.js, PHP, WordPress, Shopify, WooCommerce, Laravel, Bootstrap, TypeScript, SQL, Git/GitHub
- SEO & Marketing: Google Analytics (GA4), Google Search Console, SEMrush, Ahrefs, Yoast SEO, Google Ads, Social Media Campaigns
- DevOps & Deployment: GitHub Actions, Docker, Jenkins, Vercel, Netlify, cPanel, Apache
- Additional Skills: IT Knowledge
- Soft Skills: Strong team collaboration and client communication skills
- Design & UX/UI: Responsive Web Design, Adobe Photoshop, Illustrator, Figma

## Languages

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- English - Advanced
- Spanish - Fluent

## Links

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<https://www.dificonsa.com/>

<https://mayaprintingfactory.com/>

<https://betterdentallife.com/>

<https://dom.drmarkdavis.com/>

<https://dumroomedia.ca/>

<https://vivacacao.ca/>

<https://bocadetomates.ginkgomx.com/>

## Certifications and Licenses

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### **Digital Marketing**

April 2025 to Present

### **Content-Led SEO**

Semrush Academy

### **SEO Certificate**

Hubspot Academy