Jervy Reyes

Address: 123 Mabini Street, Barangay San Jose, Bulacan, Bulacan, 3000, Philippines
Email: jervyreyes0131@gmail.com
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TECHNICAL SKILLS

- Platforms & CMS: Shopify, WordPress, WooCommerce, Webflow
- Languages: HTML5, CSS3, JavaScript, PHP, Liquid
- Frameworks & Libraries: jQuery, Bootstrap, Tailwind CSS
- Tools & Software: Adobe Photoshop, Figma, Canva, Git, VS Code
- E-commerce Expertise: Shopify app integrations, payment gateways, product page optimization, inventory management
- SEO & Analytics: On-page SEO, Technical SEO, Google Analytics, SEMrush
- Performance Optimization: Speed enhancements, responsive design, and A/B testing
- API Integration: Third-party APIs, social media integrations, and custom functionalities

EDUCATIONAL BACKGROUND

University of the Philippines (UP) Diliman
Master's Degree in MCA
2015-2017

De La Salle University (DLSU)
Bachelor's Degree in BCA
2012-2015

PROFESSIONAL SUMMARY

Dynamic and highly skilled Web Developer with over 7 years of experience designing, developing, and optimizing websites for diverse industries. Proficient in platforms like WordPress, Shopify, WooCommerce, and Webflow, with a proven track record of delivering responsive, user-focused, and high-performance web solutions. Adept at collaborating with cross-functional teams to align business goals with innovative web technologies, driving conversions, and enhancing user engagement. Ready to take on challenging projects with confidence and creativity.

PAST EXPERIENCES

Homemade Merch - (2017- 2019)
Jr. Web Developer

- Responsible for designing, developing, and maintaining custom Shopify and WordPress themes and plugins.

- Implements tailored coding solutions to meet client-specific requirements, ensuring seamless functionality and performance.

- Collaborates with clients to understand their needs, optimizes website performance and security, and stays updated with the latest industry trends and best practices.

- Provides technical support, troubleshoots issues, and continuously enhances the user experience and site capabilities.

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Portfolio :

Few of recent projects in Wordpress:
https://celtra.com/
https://mocycle.com/
https://www.reachwindowcleaning.com/
https://www.onyxa.ca/
https://colorco.net/
https://amgautolv.com/
https://swflbg.com/

Few of recent projects in Shopify:
https://boombeauty.com/
https://mokobara.com/
https://ceceliaboutique.com/
https://www.fashionbygaby.nl/
https://eclat-emporium.com/
https://www.everydaydose.com/
https://drinkag1.com/ https://blissy.com/

PAST EXPERIENCES

Bloom Better - (2019- 2022)
Senior Web Developer

- Spearheaded the design and development of highly customized Shopify themes and apps, tailoring each project to meet unique business requirements and improve the client's online presence.
- Successfully implemented seamless integrations of third-party tools, applications, and APIs to enhance functionality, streamline operations, and optimize overall website performance.
- Conducted in-depth consultations with clients to understand their specific needs, identifying opportunities to enhance user experience, increase sales, and build brand loyalty.
- Developed innovative solutions to improve website usability, such as optimizing navigation, improving mobile responsiveness, and enhancing site speed to boost conversions and user satisfaction.
- Regularly maintained and updated Shopify stores, ensuring consistent performance and functionality by addressing technical issues, fixing bugs, and rolling out updates to keep pace with evolving technologies.
- Played a pivotal role in troubleshooting complex challenges, identifying root causes, and implementing long-term solutions to mitigate recurring issues.
- Actively researched and stayed informed about the latest Shopify features, tools, and best practices to ensure the delivery of cutting-edge solutions and to maintain a competitive edge in the e-commerce landscape.
- Mentored junior developers and collaborated with cross-functional teams, including designers, marketers, and project managers, to deliver successful e-commerce projects on time and within budget.

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Why to hire me ?

- Proven Expertise of 7 years
- Custom Solutions Specialist
- SEO and Performance Optimizer
- E-Commerce Innovator
- Full-Stack Developer
- Results-Driven Professional
- Problem-Solving Expert
- Client-Focused Partner
- Cutting-Edge Technologist
- Reliable and Efficient

PAST EXPERIENCES

HM Global - (2019- present)
Senior Web Developer

- Designed and implemented custom Shopify and WordPress themes and plugins, delivering tailored solutions that aligned with client business objectives and enhanced their online presence.
- Optimized websites for performance, security, and SEO by employing advanced techniques, including clean code practices, responsive design, and speed optimization, leading to increased traffic and conversions.
- Enhanced search engine visibility by conducting keyword research, optimizing on-page elements (meta tags, headings, alt tags), and integrating analytics tools like Google Analytics and Search Console for data-driven SEO improvements.
- Developed and integrated custom Shopify apps to extend store functionality, including solutions for inventory management, payment gateways, and third-party API integrations.
- Migrated websites between platforms (Shopify to WordPress or vice versa), ensuring seamless transitions, minimal downtime, and data integrity during the process.
- Provided end-to-end maintenance, regularly updating WordPress plugins and Shopify apps while troubleshooting technical issues to ensure peak performance and security.
- Collaborated with clients and cross-functional teams to gather requirements, develop scalable solutions, and implement features designed to enhance user experience and boost online sales.
- Built mobile-responsive designs for both platforms, improving accessibility and delivering consistent performance across devices.
- Stayed ahead of industry trends by leveraging the latest WordPress and Shopify features, tools, and best practices to offer innovative and future-proof solutions.
- Mentored junior team members and contributed to streamlining workflows for faster project delivery and increased client satisfaction.
- Let me know if you'd like to adjust it further or emphasize any particular aspect!