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LARENCE ARROZ

Web Developer / Programmer

ABOUT ME

Hello! I'm Larence, A Passionate Web Developer And Programmer Based In Iloilo, Philippines. I Specialize In WordPress Development, Including Theme Customization, Plugin Integration, And WooCommerce Solutions, Using HTML, CSS, JavaScript, And PHP. I am also currently exploring other languages such as Python, Java, GoLang etc.

Check out my portfolio: <https://larence-dev2.netlify.app/>

SOME OF MY PAST WORKS

<https://larence-wms-app.netlify.app/> - This is just a prototype version of an app that's more complete and more polished

<https://aisnational.wpenginepowered.com/> - collaborated with other developers to create pages, forms make some changes to the layout, debug and fix errors etc

<https://www.aiselevate.com.au/> - created most of the pages, imported product brands, products. Also worked on the checkout product grouping by brand in WooCommerce

<https://effly.com.au/> - SEO Tracking and Maintenance plus page changes requested by client

<https://www.premiumclean.co.nz/> - SEO Tracking and Maintenance plus page changes requested by client

<https://larence-yt-clone.netlify.app/> - A sample Youtube clone site with API

<https://larence30.netlify.app/> - A sample AI promotion site

Plus many other websites that due to contracts with companies, I cannot disclose.

SKILLS

Backend Programming

Frontend Development

Spreadsheets

Error Debugging

Data Analysis

SEO

Project Management

TOOLS AND LANGUAGES USED

WordPress

HTML

CSS

JavaScript (Vanilla and its frameworks)

PHP

JQuery

WooCommerce

ACF

Page Builders

CPanel

Zapier

SendInBlue

Google Analytics

Google Search Console

Bootstrap

Ionic Framework

SlickJS

... and many more.

EXPERIENCE

Project Zealous, Mandurriao, Iloilo City – *Web Developer/ Junior Web Programmer, Project Manager*

JULY 2023 – JULY 2024

Web Development and Design

- **Create Landing Pages**
 - Utilize WordPress page builders, HTML, CSS, JS, and PHP
 - Ensure mobile-friendly designs using CSS and responsive techniques
- **Site Migrations**
 - Perform manual migrations or use plugins
- **Client/Project Manager Modifications**
 - Implement requested functionalities, page layouts, styles, and content updates
- **Third-Party Integrations**
 - Integrate apps via plugins and API keys (e.g., Cloudflare, Google Analytics)
 - Manual backend code integrations

WordPress and WooCommerce

- **Template Overriding and Editing**
 - Customize WordPress themes and plugins, with a focus on WooCommerce
- **Website Maintenance**
 - Perform on-page SEO, enhance page performance, and ensure form and link functionality
- **Site Optimization**
 - Optimize WordPress sites for speed and efficiency

Technical Skills and Support

- **Database Management** - Manage databases using tools like phpMyAdmin
- **Security Best Practices** - Implement security measures to protect websites from vulnerabilities
- **Data Import** of CSV, XML and JSON files using plugins
- **Email Setup**
 - Configure Email SMTP for WordPress sites
- **React and Ionic Framework**
 - Develop mobile apps using the Ionic Framework
 - Implement API-provided data into mobile apps

Project Management

- **Time Estimation** - Provide accurate time estimates for projects
- **Task Assignment** - Delegate tasks to team members

Hustle Partner, La Paz, Iloilo City – Marketing Assistant

JANUARY 2023 – JUNE 2023

- Create Landing Pages - (Wordpress page builders, HTML, CSS, JS, PHP)
- Make sure the pages are mobile view friendly (CSS, page builders)
- Implement modifications requested by the client or the project manager (functionalities, page layouts, styles, content etc.)
- Site migrations (manual or using a plugin)
- Website maintenance (In page SEO, page performance, forms and links etc.)
- Video and image editing
- Logo creation
- Implement form entry automation to CRM and spreadsheets using third party web apps such as Zapier, SendInBlue
- Resolve issues in CRMs and automations (spams, errors etc.)
- Create email marketing campaigns
- SEO Reporting (Google Analytics, Screaming Frog, UberSuggest, Google Search Console)
- CRO Testing (Microsoft Clarity)

Virtuosomaster Web Design and Development Services, Mandurriao, Iloilo City – Web Developer

MARCH 2022 – JANUARY 2023

- Create and Design Landing Pages - (Wordpress page builders, HTML, CSS, JS, PHP)
- Make sure the pages are mobile view friendly (CSS, page builders)

- Site migrations (manual or using a plugin)
- Implement modifications requested by the client or the project manager (functionalities, page layouts, styles, content etc.)
- Website maintenance (page performance, forms and links etc.)
- Image editing
- Lead a group of fellow web developers and programmers to perform tasks given by the project manager

EDUCATION

Western Institute of Technology, La Paz, Iloilo City – *Bachelor of Science in Computer Engineering*

2015 - 2021, La Paz, Iloilo City

- One time dean's lister
- One time member of the Student Government

PERSONAL DETAILS

August 30, 1998; Male; Cabatuan, Iloilo