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LARENCE ARROZ *Web Developer / Programmer* A long, thin rectangle to divide sections of the document

# 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** ofCSV, 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