Nelson Rosario

WordPress Developer | Technical SEO

(813) 521-5333 | nelsonsrosario2020@gmail.com | Florida, United States 33511 | nelsonresume.com

PROFESSIONAL SUMMARY

Web Developer & Digital Marketer with 3+ years' experience in site development, technical SEO, and campaign management. Expertise with Shopify, Bricks Builder, Ahrefs, Google Analytics, and Google Ads. Proven in building e-commerce sites, optimizing keywords, and driving results in remote and collaborative roles.

EXPERIENCE

Web Designer (Contract)

ESS Too Creative, LLC | Brandon, Florida

Jan/2024 - Present

- Elevated EPS of Tampa Bay to page-one rankings for local queries ('painting businesses Tampa Bay') and drove organic lead growth through targeted technical SEO, on-page optimization, and a focused content strategy.
- Delivered a median 70% page speed improvement (typically 3.0s - 0.9s) through image optimization, script/style sheet deferral, and CDN caching.
- Enhanced Google Lighthouse scores on average by 50-60% from 60-69 to 90-99 across Performance, Accessibility, Best Practices, and SEO across all completed projects.
- Implemented practical security hardening across client sites by managing updates/backups, and adding firewall/CDN rules lowering security risk improving uptime reliability across websites.
- Integrated third-party services via REST APIs and connected them to deliver new features and improve overall websites.

Content Editor (Contract)

Bay Life | Brandon, Florida

Jan/2021 - Present

- Developed and deployed responsive web pages and mobile applications using Ekklesia360, Subsplash, and WordPress.
- Coordinated cross-functional projects with communication director, graphic designers, and social media coordinator shipping 15+ new features, pages and improving engagement across campaigns.
- Examined Google Analytics and Core Web Vital metrics (page views, device usage) to identify optimization opportunities.
- Implemented QA testing protocols validating content accuracy, link integrity, and design consistency.
- Managed CMS for events, data collections, and page lifecycle.

EDUCATION

Bachelor of Applied Science in Technology Development & Management

St Petersburg College | St. Petersburg, FL

Aug/2023 - Dec/2025

Associate of Science in Internet Services Technology Web Development

Hillsborough College | Tampa, FL

Aug/2020 - May/2023

SKILLS

WordPress	On-page SEO	JavaScript	Website Content Management	FTP File Management
Web Design	Microsoft Word & Excel	Photoshop / Image Editing	Content Optimization	
SEO & Website Content Management	HTML/CSS	DNS Setup	SSL Certificates	
Proofreading & Content Quality Assurance	Keyword Research & AI-assisted SEO tools			