Paula Andrea Palacios

Front End Developer | Webmaster

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Front End Developer and Webmaster with over 3 years of experience in the development, maintenance, and optimization of websites. Specialized in WordPress, HTML, CSS, JavaScript, and PHP, with strong knowledge of modern frameworks (React, Angular, Tailwind, Bootstrap).

Expert in technical SEO, web accessibility, and performance optimization, with solid background in hosting management, security, and analytics using Google Analytics and Search Console. Skilled at turning designs into functional, responsive interfaces and applying agile methodologies (Scrum) to ensure efficient project delivery.

PROFESSIONAL EXPERIENCE

Webmaster / Web Developer   **Bogotá, Colombia**
Alpha Intelligence AI   *April 2025 – Present*

- Implemented website performance improvements, achieving up to 40% reduction in load times.
- Customized themes and developed advanced features in WordPress, PHP, JavaScript, and CSS**.**
- Designed and integrated responsive UI prototypes based on approved Figma mockups.
- Conducted QA testing and resolved critical production issues.
- Integrated Google Analytics and Secar Console, increasing metric tracking accuracy by +30%**.**
- Collaborated in agile projects using Scrum for task management and project tracking.

   Highlighted Projects:

- **Cámara de Representantes (Colombia):** Website optimization project focused on improving user experience, implementing performance upgrades, and integrating digital tools to enhance citizen interaction.

Web Developer (Webmaster)   **Bogotá, Colombia**
IMK GLOBAL. Ingenieros de Marketing   *Janu 2022 – August 2025*

- Developed and maintained 20+ websites in WordPress using Divi and Elementor.
- Managed domains, hosting, and web security, reducing downtime incidents by 90%**.**
- Implemented SEO and speed optimization, boosting clients' organic rankings by an average of 3 positions on Google**.**
- Trained 30+ clients in content management and digital tools.
- Built Excel dashboards for campaign data analysis and visualization.
- Ensured continuous delivery and compliance with client objectives.

Highlighted Project:

- **SA Casey Construction (USA):** Development and optimization of a corporate WordPress website for an American brand, applying technical SEO and performance improvements that boosted search engine rankings by +30% and significantly improved the user experience.

SENA Apprentice – Systems Analysis and Development *Nov 2021 – June 202*
 Enel Colombia

- Developed internal applications for the Commercial Information department.
- Supported data management processes using SQL Developer**.**
- Documented and analyzed workflows to optimize internal processes.

EDUCATION

UNIVERSIDAD UNIEMPRESARIAL **Bogotá, Colombia**
Software Engineering (In progress) *August 2022 – Present*

Bogotá, Colombia
Servicio Nacional de Aprendizaje (SENA) *January 2021 - June 2022*
SENA – Technologist in Systems Analysis and
Development

ADDITIONAL SKILLS

- **Languages & Frameworks:** HTML, CSS, JavaScript, PHP, React, Angular, Tailwind, Bootstrap.
- **CMS & Tools:** WordPress (Divi, Elementor), HubSpot, CRM, Technical SEO.
- **Analytics & Optimization:** Google Analytics, Google Search Console, Excel Dashboards, MySQL.
- **Web Infrastructure:** Hosting, domains, web security, automated backups.
- Content creation optimized with AI.
- Office tools.
- **Languages:** Native Spanish | Basic English (reading and writing).