

Paula Andrea Palacios

Front End Developer | WordPress Developer

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Front-End & WordPress Developer with over 3 years of experience in the development, maintenance, and optimization of websites. Specialized in WordPress, HTML, CSS, JavaScript, and PHP, with hands-on experience using modern frameworks such as React and Angular.

Experienced in building responsive interfaces from mockups, web performance optimization, technical SEO, and accessibility. I have worked on projects for public institutions, private companies, and marketing agencies, participating throughout the entire development lifecycle.

Focused on best practices, clean code, and continuous learning. Open to opportunities as a WordPress Developer or Front-End Developer.

PROFESSIONAL EXPERIENCE

WordPress / Web Developer

Alpha Intelligence AI

Bogotá, Colombia

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 / WordPress

IMK GLOBAL. Ingenieros de Marketing

Bogotá, Colombia

Janu 2022 – Augus 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

Enel Colombia

Nov 2021 – June 202

- 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

Software Engineering (In progress)

Bogotá, Colombia

August 2022 – Dec 2025

Servicio Nacional de Aprendizaje (SENA)

SENA - Technologist in Systems Analysis and Development

Bogotá, Colombia

January 2021 - June 2022

ADDITIONAL SKILLS

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