PAULA ANDREA PALACIOS PALACIO

Front-End Engineer | WordPress Developer

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PROFESSIONAL SUMMARY

WordPress Developer / Front-End Developer with over 3 years of experience developing, maintaining, and optimizing high-performance websites and web applications for public institutions, agencies, and international clients.

Strong expertise in WordPress development, HTML, CSS, JavaScript, and PHP, with a modern Front-End foundation using React and Angular, applied across professional and freelance client projects to build responsive, accessible user interfaces from Figma designs.

Proven experience in web performance optimization (Core Web Vitals), technical SEO, and accessibility, achieving up to 40% load time reduction, improved organic search rankings, and long-term stability across 20+ production websites. Focused on best practices, clean code, and continuous learning, contributing across the full software development lifecycle.

PROFESSIONAL EXPERIENCE

Alpha Intelligence AI – *WordPress / Front-End Developer*   April 2025 – Present

- Implemented website performance optimizations, achieving up to 40% reduction in load times.
- Customized WordPress themes and developed advanced features using PHP, JavaScript, HTML, and CSS.
- Built and integrated responsive user interfaces from Figma designs, applying front-end best practices.
- Conducted QA testing and resolved critical production issues to ensure stability and performance.
- Integrated Google Analytics and Google Search Console, increasing tracking accuracy by 30%.

Highlighted Project

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

IMK Global – *WordPress / Web Developer*   January 2022 – August 2025

- Developed and maintained 20+ WordPress websites using Divi and Elementor for local and international clients.
- Built campaign-focused landing pages optimized for conversion, performance, and SEO.
- Integrated CRM and lead capture tools (HubSpot) within WordPress websites to support marketing and sales workflows.
- Configured email and form integrations (including Zoho Mail) to enable automated lead delivery and tracking.
- Managed hosting, domains, and web security, reducing downtime incidents by 90%.
- Implemented technical SEO and performance optimizations, improving clients' organic rankings by an average of 3 positions on Google.
- Trained 30+ clients in content management systems and digital tools.

Highlighted Project

- SA Casey Construction (USA): Development and optimization of a corporate WordPress website, applying technical SEO and performance improvements that increased search engine rankings by 30% and significantly enhanced user experience.

Front-End / Web Application Developer (Freelance)   October 2025 – December 2025
Zureklamo – Legal Claims Web Application (Next.js & Firebase)

- Developed a full web application using Next.js (React), implementing both front-end interfaces and backend logic with Firebase.

- Designed and built role-based authentication and authorization (client, lawyer, admin) using Firebase Authentication and protected routes.
- Implemented dynamic dashboards for clients, lawyers, and administrators with conditional rendering and real-time data updates.
- Integrated Firebase Firestore and Storage for structured data management, secure document uploads, and access control via custom security rules.
- Developed server-side logic and background processes using Firebase Cloud Functions, including email notifications and system events.
- Built multi-step forms and workflows for legal claim creation, document submission, and case status tracking.
- Focused on performance optimization, scalability, and code maintainability across the application lifecycle.
- Collaborated directly with stakeholders to gather requirements, iterate on features, and deliver a staging environment for functional testing.

Tech Stack: Next.js (React), JavaScript, Firebase (Auth, Firestore, Storage, Cloud Functions), HTML, CSS

Enel Colombia – *Systems Analysis and Development*   November 2021 – June 2022

- Developed internal applications to support commercial information processes.
- Assisted with data management and queries using SQL Developer.
- Documented and analyzed workflows to improve internal system efficiency

EDUCATION

Software Engineering   August 2022 – December 2025
Fundación Universitaria Empresarial de la Cámara de Comercio de Bogotá

Technologist in Systems Analysis and Information Systems Developmen   January 2021 - June 2022
Servicio Nacional de Aprendizaje (SENA)

CORE SKILLS

- Languages & Frameworks: HTML, CSS, JavaScript, PHP, React, Next.js, Angular
- CMS & Web Development: WordPress (Custom Development, Divi, Elementor), Landing Pages, Technical SEO
- Front-End & UI: Responsive UI Development, Figma-to-Code, Tailwind CSS, Bootstrap
- Backend & Databases: Firebase (Authentication, Firestore, Storage, Cloud Functions), MySQL
- Analytics & Tracking: Google Analytics, Google Search Console, Conversion Tracking, HubSpot
- Web Infrastructure & Security: Hosting, Domains, Web Security, Automated Backups

CERTIFICATIONS & CONTINUOUS LEARNING

- Professional WordPress Course, Platzi | Issued Jan 2026 | ID: 47358567
- Advanced PHP Course, Platzi | Issued Jan 2026 | Credential ID: 512f12d4

LANGUAGES

- Spanish – Native
- English –Technical reading & written communication