

Paula Andrea Palacios

Webmaster | Front - end Developer

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

Experience in website development and optimization, hosting management, and web security, as well as in analyzing and improving metrics with Google Analytics and Google Search Console. Specialist in creating intuitive interfaces, applying best practices in usability and accessibility. Experienced in Agile methodologies and providing continuous technical support. Intermediate English proficiency

PROFESSIONAL EXPERIENCE

Webmaster / Web Developer

Alpha Intelligence AI

Bogotá, Colombia

April 2025 – Present

- Maintenance and optimization of WordPress websites.
- Theme and feature customization using HTML, PHP, JavaScript, and CSS.
- Implementation of speed, usability, and accessibility improvements.
- Creation of UI interfaces and prototypes from approved Figma mockups, applying responsive design and user experience principles.
- Execution of functional (QA) tests and issue resolution.
- Integration of web analytics tools such as Google Analytics and Google Search Console.
- Participation in Agile (Scrum) methodologies 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)

IMK GLOBAL. Ingenieros de Marketing

Bogotá, Colombia

Janu 2022 – August 2025

- Design, development, and maintenance of WordPress websites using Divi and Elementor.
- Configuration of domains, hosting, and corporate email accounts.
- Technical SEO and speed optimization to improve performance and search rankings.

- Client training in content management and web tools.
- Development of Excel dashboards for metrics visualization and data analysis.
- Continuous follow-up on deliverables to ensure client objectives are met.

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 2022

- Development and design of functional applications for the Commercial Information department.
- Use of SQL Developer for information request processing.
- Documentation and process analysis.

EDUCATION

UNIVERSIDAD UNIEMPRESARIAL

Software Engineering (In progress)

Bogotá, Colombia

August 2022 – Present

Servicio Nacional de Aprendizaje (SENA)

SENA - Technologist in Systems Analysis and Development

Bogotá, Colombia

January 2021 - June 2022

ADDITIONAL SKILLS

- WordPress (Elementor & Divi)
- HTML, CSS, JavaScript, PHP, Bootstrap, React, Angular, Tailwind
- Technical SEO, speed optimization, Google Analytics, Google Search Console
- Hosting and domain management, web security, backups
- MySQL, CRM, Email Marketing, Excel Dashboard
- AI-optimized content creation
- Office tools
- Intermediate English