

# MARCELO ANSELMO SANTOS

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## PROFESSIONAL SUMMARY

I am a web developer with over 5 years of experience, specializing in creating high-impact, high-quality digital solutions. My expertise lies in developing custom WordPress themes using ACF and Custom Post Types to build unique, high-performance websites with SEO tailored to client needs. I have extensive experience using Elementor and its Crocoblock addon to create highly customizable and functional websites.

Beyond themes, I develop custom plugins, integrate APIs and CRMs such as Mailchimp and RD Station, and implement payment methods like PayPal, PagSeguro, and Stripe, as well as Facebook, Instagram, and Google Maps APIs. I focus on delivering robust, tailor-made solutions for each project.

## CAREER OBJECTIVE

To work as a Web Developer specializing in WordPress, creating customized, functional, and optimized websites aligned with each client's goals and needs.

## PROFESSIONAL EXPERIENCE

### GEAR SEO

January 2022 – March 2024

Position: Front-End Developer - WordPress

Main activities: I was responsible for building websites with custom themes created from scratch using ACF or built with Elementor, Elementor Pro, and Crocoblock. I maintained existing websites and performed tasks focused on performance and SEO. I gained experience in various types of websites including portfolios, e-commerce, blogs, corporate sites, and landing pages.

### COOPERS DIGITAL PRODUCTION

January 2021 – December 2021

Position: Front-End Developer - WordPress

Main activities: I developed customized websites from planning to final delivery, meeting different demands such as portfolios, e-commerce, blogs, corporate sites, and landing pages. I also worked on technical maintenance, including updates, bug fixing, performance optimization, and client support. I created custom, responsive WordPress themes focused on usability, accessibility, SEO, and integration with advanced features.

### PH DIGITAL SOLUÇÕES

January 2020 – December 2020

Position: Front-End Developer - WordPress

Main activities: I regularly updated themes, plugins, and the WordPress Core to ensure security, stability, and compatibility. I fixed bugs, implemented performance improvements, and optimized loading speed. I also handled security updates, fixed vulnerabilities, and worked on SEO optimization to improve website visibility and search engine rankings.

# EDUCATION

Universidade Católica do Salvador

Degree: Portuguese Language and Literature with English

2004 – 2010

# COURSES AND CERTIFICATIONS

## Advanced CSS

Advanced CSS and Sass: Flexbox, Grid, animations and more

Certificate: <https://portfolio.hellostudio.com.br/link/advanced-css.pdf>

Duration: 28 hours

## Advanced WordPress

Become a WordPress Developer - Unlocking Power with Code

Certificate: <https://portfolio.hellostudio.com.br/link/become-a-wordpress-developer.pdf>

Duration: 35 hours

# SKILLS AND COMPETENCIES

- WordPress (MySQL, databases, PHP, site migration, custom theme and plugin development, ACF, Elementor, Crocoblock, WP CLI);
- Web Development (HTML, CSS, JavaScript, Sass, BEM, Bootstrap, Tailwind);
- Site optimization, maintenance, and SEO (PageSpeed, SEO techniques, performance tuning);
- Integrations (APIs, CRMs, e-commerce with WooCommerce);
- UX/UI Design (Figma, Adobe XD, Photoshop);
- Git, Git Flow, CI/CD;
- Agile methodologies (Scrum, Kanban).

# LANGUAGES

- English – Advanced
- Spanish – Intermediate