Earl Gabriel **Rubellano**

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PERSONAL INFORMATION

Birth date: July 24, 1991

Gender: Male

Citizenship: Filipino

Civil Status: Single

Religion: Roman Catholic

PROFESSIONAL SUMMARY

Versatile Web Developer with over **10 years of experience** specializing in WordPress, Elementor, custom plugin development, and full-stack PHP/JavaScript solutions. Skilled in building responsive, high-performance websites, optimizing site speed, and transforming design concepts into functional, scalable digital products. Known for reliability, clean coding, efficient problem-solving, and delivering consistent, client-focused results.

SKILLS AND COMPETENCIES

Web Development

- Proficient in **PHP, HTML5, CSS3, JavaScript, jQuery**
- Experienced with **WordPress, Elementor, October CMS, Laravel, CodeIgniter**
- Skilled in **custom plugin development**, custom Elementor widgets, and API integrations
- Strong understanding of **web standards, best practices**, performance optimization & SEO
- Able to structure and manage full project lifecycles (planning → development → testing → deployment → maintenance)
- Knowledgeable in **responsive design**, accessibility, and cross-browser compatibility
- Familiar with modern **JS libraries and PHP/JS frameworks**

Web & Graphic Design

- Designs responsive layouts using CSS frameworks

- Proficient in **Figma, Adobe Photoshop** & **Adobe Illustrator**
- Capable of producing high-quality visual assets: logos, icons, banners, UI components

Other Technical Skills

- SQL querying, stored procedures, database maintenance
- Debugging, QA testing, and troubleshooting
- Version control (Git), deployment workflows
- API integration (e.g., Google API, Expedia API)

WORK EXPERIENCE

WordPress Developer

Barossa.com | Nov 2024 – Sep 2025

- Planned, developed, tested, and deployed a full WordPress website using **WordPress + Elementor**
- Converted high-fidelity **Figma designs** into pixel-perfect webpages
- Built multiple **custom Elementor widgets** and plugins for easier client handover and future management
- Performed **SEO improvements, speed optimization**, and quality assurance
- Collaborated remotely with stakeholders to refine features and ensure on-time delivery

Senior Web Developer

View Retreats | Jan 2021 – Jul 2024

- Joined the team during the ongoing migration of the existing WordPress website to October CMS, contributing to feature rebuilding and functionality updates
- Assisted in transferring legacy components, including user data, favorites, and other interactive features
- Developed a custom Expedia API integration plugin, improving booking-related capabilities
- Implemented various query optimizations to enhance website speed and performance
- Delivered multiple UI/UX and design improvements across different sections of the site
- Supported the platform's transition from a booking-focused system to a blog-

oriented structure

- Converted Figma designs into fully functional WordPress + Elementor pages
- Built custom Elementor widgets to support advanced and reusable components
- Promoted to Senior Web Developer in mid-2023, taking on more complex tasks, optimizations, and architectural responsibilities

Freelance Web Developer

Jun 2017 – Jan 2021

- Delivered full-cycle web development projects for multiple clients
- Wrote SQL queries, stored procedures, and performed database tuning
- Translated client requirements into structured technical solutions
- Managed both independent and collaborative development work with consistent quality
- Provided ongoing maintenance, updates, and feature expansions

Web Developer

Lorimer Innovations, LLC | Mar 2017 – Jun 2017

- Modernized website UI/UX and improved site performance
- Conducted QA testing and ensured completion of development tasks efficiently
- Fixed bugs, refactored code, and enhanced existing site functionalities
- Optimized site responsiveness and load performance

Senior Web Developer I

Futuristech IT Solutions | Jun 2015 – Mar 2017

- Developed front-end and back-end features for various web applications
- Built systems using **Laravel** and **CodeIgniter**
- Ensured clean, well-structured code aligned with client requirements
- Investigated, resolved, and debugged application issues

Web Developer

Offsourcing Philippines, Inc. | Dec 2013 – Jun 2015

- Created new features and enhanced existing website components
- Debugged and resolved functionality issues

- Maintained task schedules and ensured timely delivery of work

On-the-Job Training – Web Development

Greppoo, Inc. | Apr 2011 – Jun 2011

- Led a small team in building a real-estate website
- Developed the project using **WordPress CMS**

REFERENCES

Mat Lewis
Business & Digital Strategy Consultant - eCommerce, Wine & Tourism
Email: *mat@bigoutcomes.com*

Elson James Solano
CEO and Co-Founder
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