

# FIDEL CENTENO JR

## Web Developer

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### SUMMARY

Results-driven WordPress Developer with experience creating 70+ custom websites, landing pages, and e-commerce platforms that boost engagement and conversions. Skilled in developing tailored digital solutions, including a Listing Directory Website serving as a high-performing lead magnet. Strong technical foundation backed by a Bachelor's in Information Technology, improving project delivery efficiency by 30%.

### EDUCATION

#### BULACAN STATE UNIVERSITY

Bachelor of Science in Information Technology ( BSIT)

June 2014 - March 2018

### WORK EXPERIENCE

• **ALL-OUT FOOD PRODUCTS (JAN 2021 - JAN 2023)**  
*IT Specialist*

*Santa Maria, Bulacan*

- **Managed and maintained digital systems** to ensure smooth operations and online presence.
- **Implemented SEO strategies**, significantly boosting search rankings and organic traffic.
- **Executed social media campaigns**, enhancing brand awareness and engagement.
- **Drove a 50%+ increase in online sales** through data-driven marketing campaigns.
- **Strengthened company network** by gaining new distributors via lead generation strategies.
- **Oversaw IT infrastructure**, emphasizing data security and workflow efficiency.

• **BODY & MIND NATURAL HEALTH (NOV 2023 - DEC 2024)**  
*Web Developer*

*Ontario, Canada*

- **Designed and maintained a responsive WordPress site** optimized for speed, accessibility, and mobile performance.
- **Customized themes and plugins** to elevate user experience and streamline functionality.
- **Implemented SEO strategies** including meta optimization and XML sitemaps to enhance organic visibility and rankings.
- **Boosted PageSpeed score** from 60 to over 95 and reduced load time by 40%, increasing traffic by 70%.
- **Integrated Google Analytics & Search Console** for performance tracking.

• **JOSEPH MEDIA GROUP (JAN 2024 - NOV 2025)**  
*Web Specialist*

*Mt. Juliet, Tennessee*

- **Developed tailored digital solutions using WordPress**, enhancing outcomes for diverse digital projects.
- **Designed and implemented 50+ web designs**, including landing pages, sales funnels, and e-commerce websites, resulting in a 20% increase in client engagement.
- **Created a Listing Directory Website** functioning as a lead magnet, successfully generating leads through active directory listers.
- **Developed SaaS tools** to streamline business operations, automate workflows, and improve user experience across digital platforms.
- **Built AI-powered tools** that leveraged automation and intelligent design to optimize content creation, lead generation, and user engagement.
- **Collaborated with cross functional teams** to deliver innovative projects aligned with business objectives, leveraging technical expertise for sustainable results.

### PROFESSIONAL SKILLS

- Web Development & Design
- Technical SEO Optimization
- Social Media Management
- Problem-Solving & Critical Thinking
- Time Management & Team Collaboration
- Lead Generation & Business Development
- Workflow Optimization & Process Automation
- Innovation & Creativity
- Attention to Detail & Quality Assurance

### TECHNICAL SKILLS

- WordPress Development (themes, plugins, responsive design)
- Frontend & Backend Development (HTML, CSS, JavaScript, PHP, MySQL)
- SEO Implementation (Technical SEO)
- Google Analytics & Search Console
- PageSpeed Optimization & Mobile Performance
- AI Tools & Automation for Lead Generation & Content
- SaaS & Web Application Development
- UX/UI Design & Accessibility
- Social Media & Email Marketing