

FIDEL CENTENO JR

Web Developer

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Santa Maria, Bulacan

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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.
- Built and deployed AI Agents, Chatbots, and AI-powered Call Assistants to enhance customer interaction, automate communication, and improve service efficiency.
- Collaborated with cross functional teams to deliver innovative projects aligned with business objectives, leveraging technical expertise for sustainable results.

PROFESSIONAL SKILLS

TECHNICAL 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

- 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