

# 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)** *Santa Maria, Bulacan*  
**IT Specialist**
  - 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)** *Ontario, Canada*  
**Web Developer**
  - 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)** *Mt. Juliet, Tennessee*  
**Web Specialist**
  - 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

- 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