

# Guillermo Vargas Jaquete

Web Developer | SaaS Marketing Sites | React | Conversion Optimization | Core Web Vitals

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## SUMMARY

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Web developer with **5+ years** of experience building high-performance, conversion-focused marketing websites for SaaS companies. Proven track record delivering landing pages and digital experiences optimized for SEO, Core Web Vitals, and A/B testing. Skilled in **React**, **TypeScript**, **Gatsby**, **WordPress**, **styled-components**, **Tailwind**, and headless CMS (Contentful). Experienced with HubSpot, VWO, and fast-paced marketing teams shipping features at scale. AI-augmented workflows for faster delivery. US, Europe, and global remote teams.

## KEY SKILLS

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<b>Frontend</b>	React, Gatsby, TypeScript, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, styled-components, Redux
<b>CMS &amp; Headless</b>	Contentful, WordPress (ACF, custom plugins, headless), GraphQL
<b>Performance &amp; SEO</b>	Core Web Vitals (LCP, INP, CLS), Technical SEO, Schema Markup, Lighthouse optimization
<b>Conversion &amp; Analytics</b>	VWO (A/B testing), HubSpot, GA4, Meta Pixel, Google Ads, Google Search Console
<b>Backend &amp; Data</b>	PHP, Node.js, REST APIs, SQL/MySQL
<b>Tools</b>	Git, Jira, Basecamp, AWS Lightsail/EC2, WCAG 2.2 AA, Agile/Scrum

## PROFESSIONAL EXPERIENCE

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### Web Developer | Hostaway (SaaS) | Remote | 2025 – Present

#1 property management system · unicorn · [www.hostaway.com](http://www.hostaway.com)

- Build landing pages and marketing experiences within the marketing team, shipping conversion-focused, high-performance pages
- Ran A/B tests with VWO; **25% conversion increase** on home page hero winner
- Integrated **HubSpot** forms and conversion tracking for lead capture, pipeline visibility, and analytics
- Implemented **Contentful** integration for content-driven pages and editorial workflows
- Achieved **Core Web Vitals 90+** on key marketing pages
- Maintains accessibility (WCAG) and cross-browser compatibility across marketing pages
- Adopted AI-assisted workflow, **reducing feature delivery and deployment time by 40%**
- **Stack:** React, styled-components, Gatsby, SEO, TypeScript

## **Web Developer | Zendrop (SaaS) | Remote | Nov 2022 – Feb 2025**

#1 dropshipping company in the US · [www.zendrop.com](http://www.zendrop.com)

- Built and implemented marketing websites and multilingual landing pages using React, TypeScript, Tailwind, WordPress, GraphQL, PHP
- Ran A/B tests with VWO, **increasing landing page conversions from 3% to 5%**
- Optimized Core Web Vitals: **1–2 second reduction** in page load times, **20+ point improvement** in Lighthouse scores
- Developed custom WordPress plugins in PHP (e.g. CSV import reducing manual migration time by 80%)
- Applied SEO & GEO strategies (semantic markup, structured content) for search engines and AI-generated results
- Set up tracking & analytics (GA4, Meta Pixel, Google Ads) for campaign optimization
- Ensured WCAG 2.2 AA accessibility and cross-browser compatibility
- Collaborated with marketing, design, and content teams in Agile/Scrum; completed 20+ sprints

## **Senior Analyst & Integration Engineer | Canidium (SaaS) | Remote | 2021 – 2022 | Fort Collins, USA**

- Contributed to digital transformation: migrated agent workflows and operations into **Salesforce CMS/CRM**
- Participated in client meetings to gather requirements and design tailored integration workflows

## **Full-Stack Developer | Quarzo Sistemas (SaaS) | San José, Costa Rica | Jan 2020 – Sep 2020**

- Developed full-stack SaaS features with .NET (C# MVC), OOP, REST APIs
- Optimized SQL queries for 100+ enterprise clients
- Built and maintained financial software; reduced load times for critical reports

## **EDUCATION & CERTIFICATIONS**

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- Bachelor's in Software Engineering — Cenfotec University
- Associate in Business Administration — Universidad de Costa Rica

## **LANGUAGES**

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**Spanish** — Native | **English** — Full professional proficiency