

FERNANDO JIMENEZ

WEB DEVELOPER

CONTACT

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LinkedIn Profile

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PROFILE

A web developer with 10+ years' experience turning Figma and Photoshop designs into custom WordPress themes and plugins using PHP, HTML, CSS and JavaScript. Familiar with React.js and Vue.js and proficient with Bootstrap. Skilled at integrating Google Tag Manager, Google Analytics, Ahrefs, SEMrush and CRMs via custom data layers, event tracking and webhooks to attribute leads and optimize campaigns. Use user-testing insights to design accessible, performant sites that non-technical teams can manage. Bilingual in English and Spanish and comfortable collaborating with designers, marketers and developers.

SKILLS

WordPress custom development (themes, plugins, ACF).
PHP, HTML5, CSS/SCSS & JavaScript
React.js, Vue.js & Bootstrap
SEO & analytics (GTM, GA4, Ahrefs, SEMrush)
UX & responsive design;
Node.js/NPM/Yarn, Gulp & Git
English & Spanish fluency

EDUCATION

University of North Carolina at Charlotte

2010-2014

Bachelors In Information Technology -
Software Information Systems

References

Adrianna Montero
The Advocates- Marketing Director
adriannamontero@gmail.com

310-406-6374

Jessica Jeppson
Creative Director at The Advocates
(435)-668-0150

EXPERIENCE

Web Developer – The Advocates (Personal Injury Law Firm)

2016-2025

- Built and maintained the firm's WordPress sites, turning PSD designs into custom themes and plugins with PHP, HTML, CSS and JavaScript. Used MVC architecture and build tools (Gulp, Node, NPM, Yarn) to streamline workflows and boost performance.
Integrated marketing and analytics tools (Google Tag Manager, Google Analytics, Ahrefs, SEMrush) to track KPIs such as visits, time on site, page views, conversion rates and cost per acquisition. Configured custom events via GTM to capture granular user interactions and inform UX and conversion optimization.
- Developed event tracking, data layers and webhooks connecting the websites to CRMs, ensuring accurate attribution and real-time lead transfer. Conducted UX research via UserTesting.com and implemented improvements based on findings.
- Ensured sites adhered to best practices for performance, security and SEO. Produced documentation and training so non-technical staff could manage content without developer assistance.

Web Developer / SEO Specialist – Premier Equestrian

2014- 2016

- Drove a 40 % increase in horse-jump sales by optimizing horsejumps.net SEO and on-site content, elevating the site's ranking from the fourth page to the first page on Google and other search engines.
- Collected and analyzed key web metrics, visits, time on site, page views per visit, transaction volume and revenue, traffic mix,

click-through rates, conversion rates, cost per acquisition, cost per click to guide marketing strategy.

- Identified and reported key performance indicators (KPIs) to evaluate the effectiveness of digital campaigns.
- Configured and optimized analytics tools such as Lucky Orange, Google Analytics, Google Trends and Google Ads to track visitor behavior and conversion paths.
- Coordinated with developers to refine website architecture, server configuration and page construction for better search visibility and user experience.
- Performed timely updates to web page content and links to ensure accuracy and relevance.
- Managed online marketing initiatives including paid ad placements, affiliate and sponsorship programs, email promotions and social media campaigns.

IT Specialist / Web Developer – AC&M Group

2012-2013

- Designed, built and maintained websites using HTML, CSS, JavaScript and content management tools, ensuring consistent functionality and engaging user experiences.
- Collaborated with management and development teams to prioritize website needs, resolve conflicts, define content criteria and select appropriate technical solutions.
- Migrated data from dedicated servers to Rackspace cloud servers and implemented regular backups to local directories to ensure quick recovery and business continuity.
- Diagnosed and resolved hardware, software and network issues; maintained and administered computer networks, servers and related computing environments, providing for data security, control and disaster recovery.