LAWRENCE A-J SORIANO

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ABOUT ME

Self-taught Web Developer with 3+ years of professional experience building responsive, high-performing websites for businesses across e-commerce, SaaS, and digital services. Skilled in WordPress, Shopify, and modern frontend frameworks (React, Next.js, TypeScript). Adept at translating Figma designs into clean, scalable code and optimizing site performance for SEO and conversions. Known for delivering projects on time, solving technical challenges quickly, and creating solutions that help clients grow online.

SKILLS

- **Core Skills:** Frontend Development, Responsive Design, Cross-Browser Compatibility, SEO Optimization, API Integration, E-commerce Development, Performance Optimization, Agile Collaboration.
- **Tools/Tech**: React, Next.js, TypeScript, WordPress, Shopify, Webflow, GitHub, GitLab, GraphQL, REST APIs, Google Analytics, Google Tag Manager, Amazon S3.
- **Soft Skills**: Problem-Solving, Client Communication, Project Management, Continuous Learning.

EXPERIENCE

Sep 2024 - Present

Freelance | Web Developer (Sep 2024 – Present)
- Built and optimized WordPress themes with custom CSS, increasing client site engagement by 20% through improved UI/UX.
- Developed and managed Shopify stores, helping clients achieve 15–30% sales growth with optimized e-commerce flows.
- Converted Figma designs into responsive WordPress landing pages, cutting development turnaround time by 40%.
- Performed ongoing updates and maintenance to ensure 99.9% uptime for client websites.
- WordPress development using Elementor and Sonaar theme.
- Website setup, template creation, plugin configuration, and UI/UX adjustments.
- Performance optimization, maintenance, updates, and troubleshooting.
- Integration of platforms such as SureCart, Brevo (email/recaptcha forms), ManageWP, etc.
- Close collaboration with founder; responsible for systematic improvements and reporting.
- Integrated Amazon S3 storage for handling and offloading media files to improve website performance and reduce server load.
- Configured S3 buckets, permissions, and media offloading plugins for efficient asset delivery.
- Managed websites using Hostinger hPanel, including domain setup, DNS configuration, email setup, backups, and staging environments.

| Dec 2023 - Sep 2024 | **JFK Software Solutions | Web Developer (Dec 2023 – Sep 2024)** |

- Delivered 5+ WordPress sites from scratch using Elementor and custom CSS, ensuring full brand consistency.
- Launched a Shopify store for a clothing business, generating ₱200k+ sales in the first quarter.
- Built a full CRUD data management system and integrated GraphQL API, improving data handling efficiency by 50%.
- Maintained client websites with zero missed deadlines, resolving technical issues within 24 hours on average.

| Nov 2022 - Aug 2023 | **CM Digital | Web Developer (Nov 2022 – Aug 2023)** |

- Optimized WordPress and Shopify websites to achieve 90+ PageSpeed Insights scores.
- Handled domain and email migrations for clients with zero downtime.
- Set up GTM, GA, and GSC for 10+ businesses, enabling data-driven marketing decisions.
- Implemented SEO best practices that improved client search rankings within 3 months.

EDUCATION

2018- 2020
Paliparan III SHS - CAVITE

Senior High School
- Graduated

2014 - 2018
DSSCS - Cavite

High School
- Graduated

REFERENCE

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JFK Software Solutions