Contact

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Address
166 Iriga Street, Western Bicutan, Taguig City, Metro Manila Philipines

Education

2012-2016
Bachelor of Science in Business Administration Major in Marketing Management

Southern Luzon State University

Expertise

- WordPress Development (2+ years)
- Shopify Development (1+ month)
- HTML, CSS
- Responsive Design
- Website Maintenance and Troubleshooting
- Strong Communication Skills
- Team Collaboration
- Social Media Marketing
- Design (Canva, Illustrator)
- Adaptability and Quick Learning

Language

English

Elsa Rocero

Experienced Web Developer with Expertise in WordPress and Shopify

Experienced web developer with a strong background in WordPress and growing expertise in Shopify. With over 2 years of hands-on experience in WordPress development, I bring a deep understanding of web technologies, design principles, and user experience. My recent foray into Shopify over the past 2 months showcases my adaptability and dedication to expanding my skill set. I am passionate about creating visually appealing and high-converting websites that drive engagement and sales.

Professional Experience

June 30, 2023 - August 18, 2023

Witts l Keizersgracht 62 1015cs Amsterdam

Shopify Web Developer | Freelance

- Leverage 1+ years of web development experience to quickly grasp the Shopify ecosystem and its unique requirements.
- Collaborate with clients to conceptualize and build visually appealing landing pages and product showcases.
- Utilize my strong background in HTML and CSS to customize Shopify themes and enhance user interactions.
- Adapt and learn quickly, demonstrated by my progress and contribution within the Shopify platform over the last 2 months.

June 07, 2023- Present (Full-time job in the Philipines)

Dominion Chemicals Corporation l Makati City

WordPress (Website Editing / Maintenance)

- Developed and maintained a custom WordPress website, demonstrating a thorough understanding of design and functionality.
- Collaborated closely with the team to translate concepts into user-friendly, responsive web interfaces.
- Utilized HTML, and CSS to optimize website performance and ensure seamless user experiences.
- Executed regular updates, maintenance, and troubleshooting to enhance site functionality and security.