Alvin Rey Granada

Senior Web Developer and SEO Specialist

granadaalvinrey@gmail.com
Davao City, Davao del Sur, Philippines
+639209561172
linkedin.com/in/ambengran

Senior Web Developer & SEO Specialist with over 12 years of experience in developing websites and optimizing their performance. Skilled in increasing organic traffic, enhancing user experience, and delivering measurable business results across various industries. Proficient in WordPress, Shopify, and a range of development and SEO tools, providing customized solutions to meet specific business needs.

Work Experience

Web Developer & SEO · Cliqued Digital   Nov '21 - Present

- Guided the creation of custom Shopify themes and executed the migration of 15+ websites, integrating APIs and Liquid to sharpen site responsiveness and speed.
- Enhanced web applications for speed and performance, achieving a 20% improvement in efciency.
- Designed 20+ responsive WordPress themes with custom Gutenberg blocks, ensuring excellent user experience.
- Implemented HTML and CSS to create 15+ new features for existing websites, enhancing overall user experience and engagement.

Web Developer & Ecommerce Specialist · Addiction Pet   Feb '19 - Mar '21

- Set up and managed WooCommerce backends, boosting global sales reach by 20% across 25+ clients."
- Oversaw IT infrastructure and managed 10+ technical projects, implementing solutions that improved efciency by 25%.
- Developed and maintained custom e-commerce websites and applications with Gutenberg for a 50-person company.
- Coded 2+ custom WordPress themes and templates using HTML, CSS, PHP, Divi, and Advance Custom Field.
- Created 12+ optimized landing pages with HTML5, CSS, and MailChimp integration, ensuring cross-browser compatibility.

WordPress Developer · Easy4Host   Dec '18 - Dec '19

- Transformed 12+ PSD designs into pixel-perfect, responsive WordPress websites, leveraging Gutenberg for seamless design-to-functionality transitions.
- Developed 12+ custom WordPress sites with optimized structures and plugins, boosting user engagement by 25%.
- Upgraded 10+ client themes with new sections, templates, and features using PHP, MySQL, JavaScript, and CSS3.
- Built custom post types with ACF to govern 500+ property listings, including fields for price, location, and size.
- Engineered reusable layouts with ACF's flexible content field, reducing development time by 40%.
- Improved search functionality exploiting ACF and WP_Query, amplifying user engagement by 35% and reducing bounce rates by 20%.

WordPress Developer · Grossi Web   Jan '17 - Dec '18

- Customized 21 + themes to meet clients' specifc needs and preferences.
- Translated client visions into 15+ tailored designs, adjusting elements, color schemes, and layouts for brand alignment.
- Launched a mobile project with Gutenberg, expanding services and gaining 10+ clients.
- Produced 30+ blog posts and SEO content, increasing site trafc by 27%.
- Led 10+ social media campaigns, initiated posts, and oversaw a team for consistent content delivery.

WordPress Web Developer & Web Designer · LoveClients   Feb '15 - Dec '17

· Produced and launched 17+ websites for magazines, blogs, automotive, and news industries.
· Converted 21 + PSDs into functional HTML/CSS with seamless Git and FTP integration.
· Transitioned 15+ projects from development to live WordPress environments utilizing Bootstrap and Foundation.

WordPress Web Developer & Web Designer · Kidmoto   Mar '13 - Feb '15

· Crafted 30+ web designs that effectively met user and business needs.
· Delivered fat UI/UX designs for KidMoto and HeadTechnologies, increasing user engagement by 20%.
· Built 20+ high-quality graphics and websites leveraging jQuery, HTML, CSS, and JavaScript within WordPress.
· Led 20+ web design projects, focusing on usability, accessibility, and compliance with industry standards.
· Crafted cohesive brand identities for 3 companies: KidMoto, HeadExposed, and HeadTechnologies.
· Recommended 10+ tools to improve website functionality and optimize performance.
· Removed malware and amplifed PageSpeed scores by 90% for HeadExposed.

Web Developer & Web Designer · NOW Outsourcing   Mar '12 - Apr '13

· Won 'Best in Mockup' at the NOW Outsourcing Awards for exceptional 100% design work.
· Supervised a team of three designers, elevating productivity and quality.
· Advanced to Junior Web Developer within six months due to outstanding performance.
· Developed concept mockups for two clients in Davao: Davao Shirt Printing and Philippine Van Rental.
· Trained 5+ teams in transitioning mockups to HTML and CSS.

Education

University of Mindanao | Bachelor's Degree

Bachelor of Computer Science - Information Technology

Projects

iWebware • Web Designer   Feb '12

Working project base from mockup slicing layout to HTML5, CSS3, JavaScript, and jQuery Design the landing page for a fashion website Developed new e-commerce for a fashion website Collaborate with the marketing team to design web pages for various marketing campaigns

Links

Portfolio   ambengran.com

Skills

Smart SEO · Plug In SEO · Rank Math SEO · Yoast SEO · Screaming Frog SEO Spider · Ahrefs · SEMrush · Google Webmaster Tools · Google Search Console · Google Analytics · Bing Webmaster Tools · Technical SEO · SEO Audits · Off-Page SEO · Keyword Research · Schema Markup · PageSpeed Optimization · TypeScript · HTML5 · Tailwind CSS · CSS3 · JQuery · PHP · Javascript · Python · Ruby · Angular · Vue.js · Next.js · React.js · Node.js · GraphQL · REST APIs · SQL · MySQL · ACF (Advanced Custom Fields) · WordPress · Shopify · WooCommerce · Shopify Plus · iThemes Exchange · Easy Digital Downloads · Canva · Final Cut Pro · Adobe Premiere Pro · Adobe Illustrator · Adobe Photoshop · Adobe XD · Figma · Sketch · CorelDRAW · Mockups · Banner Designing · Logo Design · Gutenberg · UX/UI · Genesys Framework · Divi · Elementor · WPBakery · Visual Composer · u-Design · Bridge · Enfold · X Theme · The7 · BeTheme · Avada · Astra · Manager of Managers · Agile Methodologies · Unit Testing · Git (Version Control System) · E-commerce · Payment & Shipping · App Integration · Liquid · Web Security Best Practices · Cross-browser Compatibility · Responsive Design · Mobile Optimization · PhpMyAdmin · Postman API Platform · Foundation · LESS · Bootstrap · JSON · Cloud Hosting