

Alvin Rey Granada

Senior Web Developer and SEO Specialist

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SUMMARY:

Results-driven Senior Web Developer & SEO Specialist with over 14 years of developing high-performing websites and optimizing those sites. Proven to increase organic traffic, improve the user experience, and attain measurable business outcomes for multiple industry types. I work with WordPress, Shopify, Wix, and a whole set of development and SEO tools, creating individualized solutions tailored to your specific business needs.

EXPERIENCE

Web Developer & SEO Specialist

Outposter

📅 2021 - 2025 📍 Australia

Company Description

- Engineered dynamic, responsive websites on the Wix platform, translating design concepts into immersive and seamless digital user experiences.
- Executed comprehensive SEO strategy, resolving errors and reducing audit issues by 55% to enhance site health and crawlability.
- Optimized website architecture and on-page elements to improve user experience and align with SEO best practices.
- Created a monthly reporting system to deliver actionable insights on SEO performance and progress to stakeholders.
- Designed and developed custom, responsive websites using Webflow, aligning with client branding and functionality.
- Integrated Webflow sites with third-party tools for seamless marketing automation and tracking.
- Managed Google Search Console and tools for proper indexing, performance monitoring, and leveraging rich results.

Web Developer & SEO

CliquedDigital

📅 2021 - 2024 📍 Australia

Company Description

- Boosted e-commerce conversion by designing intuitive wireframes and user journeys, conducting rigorous AB testing.
- Enhanced Shopify themes using APIs and Liquid, achieving a 25% performance improvement.
- Streamlined workflows by building responsive websites with Webflow and integrating with external services.
- Maintained and optimized web applications and WordPress themes for speed and scalability across devices.
- Increased organic traffic through competitor analysis with Ahrefs, identifying high-volume, low-competition keywords.
- Improved technical health with SEMrush Site Audit, resolving issues with Core Web Vitals and schema markup.
- CRM Architecture: Integrated CRM (HubSpot, Salesforce) with CMS/e-commerce (WordPress, Shopify) using APIs/webhooks for real-time data sync.

Web Developer & Ecommerce Specialist

Addiction Pet Foods

📅 2019 - 2021 📍 New Zealand

Company Description

- Developed detailed user flows and low-to-high fidelity mockups, establishing a clear visual hierarchy and optimizing the overall User Experience (UX) before full-scale development.
- Established and designed web applications and user interfaces for various clients.
- Projects included setting up the backend of e-commerce websites using WooCommerce, which helped create a global presence.
- Managed all technical aspects, including IT infrastructure, project operations, and innovative solutions to boost efficiency.
- Mature original e-commerce websites and web applications, encompassing design, coding, testing, and maintenance for a 50-person company.
- Coded custom WordPress themes and template files using HTML, CSS, PHP, and the Divi Page Builder.
- Planned and created streamlined landing pages using HTML5 and CSS to meet the company's marketing and promotional needs, including Mailchimp integration and cross-browser compatibility.

EXPERIENCE

WordPress Developer

Easy4host

📅 2018 - 2019 📍 United States

Company Description

- I expanded tailored WordPress themes and customized PHP shopping cart solutions to meet specific client requirements.
 - I engaged in the process of transforming Photoshop PSD compositions into fully functional WordPress websites.
 - Established WordPress sites tailored to client goals, with custom themes, strategic structure, and streamlined plugins.
 - I significantly enhanced the client-selected theme by incorporating new sections, template styles, widgets, and functionalities through the use of PHP, MySQL, JavaScript, and CSS3.
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WordPress Developer

GrossiWeb

📅 2017 - 2018 📍 United States

Company Description

- Write coding using HTML and CSS and design new features for existing websites.
 - Tailor and customize various themes to align with the specific needs and preferences of clients.
 - Understand clients' vision and requirements, allowing for adjustments in design elements, color schemes, and layout features to create a unique and personalized experience that resonates with their brand identity.
 - Work on a new mobile development project to expand the company into mobile website development services.
 - Create content for blog and SEO purposes to help drive traffic to the site.
 - Lead social media campaigns, including writing posts and managing a team that made posts regularly.
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WordPress Web Developer & Web Designer

LoveClients

📅 2015 - 2017 📍 United States

Company Description

- Works with WordPress and front-end development design for magazines, blogs, cars, and news.
 - Converts PSD files to development site HTML and CSS, deploying on the development domain through Git and FTP server, then proceeding to live with WordPress and framework integration using Twitter Bootstrap and Foundation by Zurb.
 - Develops media queries for responsiveness across large screens/desktops, medium screens/tablets, and small screens/mobile views.
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WordPress Web Developer & Web Designer

Kidmoto

📅 2013 - 2015 📍 United States

Company Description

- Works with various design tools and software programs to implement web designs and functionality.
- In KidMoto and Head Technologies, I implemented flat UI/UX design for the company, including graphics in mockups, logos, and websites using jQuery, HTML, CSS, and JavaScript with WordPress.
- Extensive experience with web design focusing on usability and best practices.
- Expanded brand and corporate identities within KidMoto, Head Exposed, and Head Technologies websites.
- Researched new website enhancement tools and software programs as requested by supervisors.
- Known for creativity, flexibility, listening skills, sense of humor, and the ability to understand the big picture while focusing on small details.
- In Head Exposed, I remove malicious malware from the website and enhance PageSpeed Insights scores using Google tools.

EXPERIENCE

Web Developer & Web Designer

NOW Outsourcing

📅 2012 - 2013 📍 Philippines

Company Description

- Supervised a team of three graphic designers, increasing productivity, and trained others in graphic design best practices, including mockup creation and HTML/CSS.
- Promoted to Junior Web Developer after six months, designing and maintaining the company's intranet website.
- Sophisticated creative concept mockups for new businesses catering to international clients, including Australian brands.
- Recognized with the 'Best in Mockup' award at NOW Outsourcing for outstanding design contributions.
- Led the development of a new e-commerce platform and landing pages for a fashion website, enhancing user experience.
- Collaborated with the marketing team to create visually appealing web pages for multiple marketing campaigns.
- Utilized HTML5, CSS3, JavaScript, and jQuery to successfully complete project-based assignments from mockup slicing to full web development.

EDUCATION

Bachelor of Computer Science - Information Technology

University of Mindanao

📅 2007 - 2011

SKILLS

Core Web Development Skills

HTML5	CSS3	JavaScript	jQuery	PHP	REST API	GraphQL Integration	WordPress	Shopify
Shopify Plus	WooCommerce	Webflow	Netlify	Replit	Git	GitHub	GitLab	CLI Tools
NPM	Gulp	Webpack	MySQL	React	Next.js			

Design & Front-End

UI/UX Design Principles	Figma	Adobe XD	Sketch	Responsive & Mobile-First Design	Bootstrap
Tailwind CSS	Landing Page & Email Template Creation				

SEO & Digital Marketing

On-Page SEO	Technical SEO	SEO Audits & Performance Monitoring	Keyword Research	
Google Analytics	Search Console	Tag Manager	Backlink Building & Outreach	Local SEO
Google My Business				

E-Commerce & CMS

WordPress CMS	Shopify Admin	Payment Gateway Integration	Third-Party App/Plugin Integration
Membership & Subscription Websites	Multi-language & Multi-currency E-commerce		

SKILLS

Technical & Infrastructure

Website Performance Optimization	Caching	Minification	Debugging & Troubleshooting
Website Migration & Hosting Management	Website Security Best Practices	CDN Services	Cloudflare
Akamai	Headless CMS & JAM stack		