

AWILL JAY E. MACALISANG

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Web Developer with 4 years of hands-on experience in building and maintaining responsive, user-centric websites and web applications. Proficient in front-end and back-end development, with a solid understanding of modern frameworks, clean code practices, and cross-functional collaboration. Passionate about continuous learning and contributing to meaningful, high-impact digital projects. Seeking new opportunities to grow as a developer and make a difference in a fast-paced tech environment.

PROFESSIONAL WORK EXPERIENCE

Work Hero

Mid Level Web Developer

Austin, TX

December 2025 to Present

- **Mid Level WordPress Developer & Technical Specialist:** Designed, developed, and deployed high-performing WordPress websites using industry-standard builders including Elementor, WPBakery, Classic Editor, Gutenberg, Divi Builder, Beaver Builder, Thrive Architect, Cornerstone, and Oxygen Builder. Delivered scalable, responsive, and conversion-focused websites aligned with client objectives and modern UX standards.
- **Custom WordPress Theme Development:** Built fully custom WordPress themes from scratch based on provided UI/UX designs (Figma, Adobe XD, PSD, etc.). Translated design systems into clean, maintainable, and performance-optimized code while ensuring pixel-perfect accuracy and cross-device compatibility.
- **Landing Page Development & Design Conversion:** Developed high-converting landing pages through page builders or direct design-to-WordPress conversions. Applied CRO principles, structured layouts, and performance optimization techniques to enhance engagement, lead generation, and campaign effectiveness.
- **Technical SEO & Web Optimization Expertise:** Implemented comprehensive on-page and technical SEO strategies, including schema markup, metadata structuring, heading hierarchy optimization, XML sitemaps, internal linking architecture, crawlability improvements, and Core Web Vitals optimization to enhance visibility and organic performance.
- **Proactive Website Maintenance & Quality Assurance:** Led structured maintenance workflows involving manual website audits, plugin and theme updates, compatibility checks, uptime monitoring, and issue resolution to ensure operational stability, security compliance, and long-term reliability.
- **Content & Blog Management Operations:** Managed end-to-end blog publishing processes, including SEO formatting, media optimization, internal linking strategies, and scheduled content deployment to maintain brand consistency and support content marketing initiatives.
- **Advanced Website Performance Optimization:** Conducted performance audits and implemented caching mechanisms, CDN integration, image optimization, code minification, lazy loading, and database optimization to significantly improve page speed and overall user experience.
- **Website Security Hardening & Risk Mitigation:** Strengthened web infrastructure through SSL configuration, firewall setup, malware prevention, login protection systems, secure backups, and vulnerability management to safeguard websites from security threats and data breaches.

- **Experienced in Managing Hosting Environments:** Deployed and maintained websites across diverse hosting platforms, including managed WordPress providers such as WP Engine, SiteGround, and GoDaddy, as well as traditional cPanel-based environments. Configured domains, DNS records, SSL certificates, staging environments, backups, and server-level optimizations to ensure secure, scalable, and reliable hosting infrastructure.
- **Proficient in Web Analytics & Tag Management Tools:** Leveraged Google Analytics and Google Tag Manager to monitor user behavior, track performance metrics, and generate actionable insights. Configured custom events, goals, and tracking tags to enable data-driven decision-making and optimize marketing funnels and UX strategies based on KPIs.
- **Basic Understanding of API Integration:** Integrated RESTful APIs to enable dynamic, data-driven functionality within web applications. Handled HTTP methods (GET, POST, PUT, DELETE), parsed JSON responses, and utilized tools such as Fetch API and Axios to connect front-end interfaces with back-end services. Implemented basic authentication methods and integrated third-party APIs to extend website capabilities.

Syntactics Inc.
Junior Web Developer

Tiano-Mabini Streets, Brgy. 14,
Cagayan de Oro City, Philippines, 9000
August 15, 2022 to December 2025

- **Appointed as Semi-Dedicated Technical Staff for International Client:** Maintained direct and ongoing communication with the client to gather requirements, provide timely updates, and ensure the efficient delivery of technical solutions aligned with project objectives and service-level expectations.
- **Developed and Customized WordPress Websites:** Created and maintained over 50+ responsive, user-centric WordPress websites by leveraging a combination of custom code, Advanced Custom Fields (ACF), and a range of visual builders including Elementor, WPBakery, Classic Editor, Gutenberg, Divi Builder, Beaver Builder, Thrive Architect, and Cornerstone. Applied best practices in theme and plugin customization to deliver scalable and high-performance web solutions.
- **Developed and Customized eCommerce Websites:** Delivered over 20 end-to-end eCommerce solutions using WordPress with WooCommerce and Shopify. Implemented custom themes, responsive UI/UX designs, and performance optimizations to ensure seamless customer experiences across devices. Integrated secure payment gateways, shipping modules, and product management systems tailored to diverse business models. Worked closely with clients to align technical implementation with business goals, driving increased sales and user engagement.
- **Proficient in SEO Fundamentals and Web Optimization Standards:** Applied core SEO principles to enhance website content, structure, and performance, resulting in improved search engine visibility and increased organic traffic. Implemented on-page optimization strategies including semantic keyword integration, metadata configuration, heading hierarchy, and structured site architecture to support crawlability, indexation, and a positive user experience.
- **Experienced in Managing Hosting Environments:** Proficient in deploying and maintaining websites across various hosting platforms, including managed WordPress providers such as WP Engine, SiteGround, and GoDaddy, as well as traditional cPanel-based environments. Skilled in configuring domains, DNS settings, SSL certificates, backups, and performance optimizations to ensure secure, scalable, and reliable hosting infrastructure.
- **Proficient in Web Analytics and Tag Management Tools:** Skilled in leveraging Google Analytics and Google Tag Manager to track user behavior, monitor website performance, and generate actionable insights. Configured custom events, goals, and tags to support data-driven decision-making and optimize marketing and UX strategies based on key performance indicators (KPIs).

- **Experienced in Modern Front-End Development:** Proficient in developing performant and scalable web interfaces using React and Next.js, with a strong focus on maintainability and accessibility. Skilled in using shadcn/ui and Tailwind CSS to implement consistent, responsive UI components. Experienced with TypeScript for type-safe development and improved code quality, and well-versed in state management, routing, and API integration to deliver seamless user experiences in production-ready applications.
- **Fundamental Knowledge of Figma for UI/UX Design:** Familiar with using Figma for wireframing, prototyping, and collaborating on user interface designs. Capable of interpreting design specifications, extracting design assets, and translating visual layouts into responsive front-end implementations. Experienced in collaborating with designers to ensure design consistency and development alignment.
- **Basic Understanding of API Integration:** Familiar with integrating RESTful APIs into web applications to enable dynamic content and data-driven functionality. Capable of handling HTTP methods (GET, POST, PUT, DELETE), parsing JSON responses, and utilizing tools such as fetch or Axios to connect front-end interfaces with back-end services. Experienced in implementing simple authentication methods and working with third-party APIs.

Syntactics Inc.
Web Developer Intern

Tiano-Mabini Streets, Brgy. 14,
Cagayan de Oro City, Philippines, 9000
March 2022 - May 2022

- **Developed and Maintained WordPress Websites:** Built and maintained WordPress websites for clients, ensuring high-quality, user-friendly designs and ongoing support for website functionality and performance.
- **Version Control and Deployment Experience:** Gained hands-on experience deploying code to GitHub and Bitbucket repositories as part of an internship. Collaborated with fellow interns using Git workflows including branching, committing, and pull requests to manage source code effectively. Contributed to team-based projects while learning version control best practices and collaborative development in a real-world environment.
- **Front-End Development for Custom Laravel System (OISWA):** Assisted in building a custom Laravel-based scoring system for applicant interviews, known as OISWA. Focused on front-end development using Blade templating (.blade.php), enhanced with Bootstrap for responsive design and layout consistency. Utilized JavaScript and AJAX to implement interactive features and real-time updates, improving overall user experience. Worked closely with the back-end team to ensure seamless data handling and UI functionality.

HARD SKILLS

- **Web Development:** WordPress (Custom Themes & Plugins), WooCommerce, Shopify, Laravel (Blade Templates), React, Next.js, TypeScript, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, Bootstrap, AJAX, RESTful API Integration
- **Page Builders & CMS Tools:** Elementor, WPBakery, Classic Editor, Gutenberg, Divi Builder, Beaver Builder, Thrive Architect, Cornerstone Builder, Advanced Custom Fields (ACF)
- **Hosting & Deployment:** WP Engine, SiteGround, GoDaddy, cPanel, Domain & DNS Configuration, SSL Setup, Backup & Migration, Performance Optimization, Git (GitHub & Bitbucket), Version Control (Branching, Commits, Pull Requests)
- **Analytics & SEO:** Google Analytics, Google Tag Manager, On-Page SEO (Meta Tags, Semantic HTML, Keyword Optimization), Structured Site Architecture, SEO Best Practices
- **UI/UX Design:** Figma (Wireframing, Prototyping, Asset Extraction), shadcn/ui, Responsive Design, Cross-Browser Compatibility
- **Security & Optimization:** Basic Web Security (SSL, File Permissions, Updates), Secure Deployment Practices, Basic Authentication Integration

EDUCATION

**University of Science and Technology of
Southern Philippines (USTP)**

Bachelor of Science in Information Technology

**Claro M. Recto Avenue, Lapasan,
Cagayan de Oro City, Philippines, 9000**

June 2018 - July 2022

Fr. Urios Academy of Magallanes Inc.

*Senior High School - Information and Technology
Strand*

**Purok -5, Buhang, Magallanes
Agusan del Norte, Philippines, 8604**

June 2016 - April 2018

CHARACTER REFERENCES

Available Upon Request