



Jerry Mar D. Aguilar

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Professional Summary

WordPress Developer with over ten years of experience building, optimizing, and maintaining high-performance WordPress websites. Proficient in leveraging AI tools, SEO strategies, and modern web technologies (PHP, MySQL, React.js, Elementor) to deliver responsive, user-focused solutions. Adept at integrating plugins, optimizing site performance, and implementing SEO best practices to drive traffic and engagement. Collaborative team player with a proven ability to deliver scalable web solutions aligned with client goals.

Core Competencies

- WordPress Development and Customization
- On-Page , Off-Page SEO Optimization + GBP
- AI-Driven Content Creation and Optimization
- WooCommerce and E-commerce Development and Optimization
- Front-End and Back-End Development (PHP, MySQL, React.js, CSS)
- SEO Tools (Search Atlas, SEMrush, Ahrefs, Screaming Frog, Google Analytics/GSC)
- WP SEO Tools (Yoast, Rank Math & Independent Analytics)
- WPbaker/DIVI/Elementor/Gutenberg and CMS Management
- PM/CRM TOOLS (Slack, ClickUp, Monday.com, JIRA, Asana, Highlevel, Rise, Perfex)
- Plugin Integration and Performance Optimization
- UI/UX Implementation and Responsive Design
- Digital Marketing Strategy

Professional Experience

AI-Powered WordPress & E-commerce Optimization Specialist

Xtar Media Solutions

Dec 2024 – Jun 2025

- Developed and managed high-quality WordPress content using AI tools (ChatGPT, Jasper, Copy.ai) for blogs, product pages, and landing pages, increasing user engagement by 25%.

- Optimized on-page SEO using Surfer SEO, RankMath AI, and NeuronWriter, implementing schema markup and automated internal linking, improving search rankings by 30%.

- Enhanced WooCommerce product listings with AI-generated descriptions, visuals, and pricing strategies, boosting conversion rates by 15%.

- Integrated and maintained AI plugins to streamline WordPress site performance, automate content workflows, and resolve technical issues, reducing downtime by 20%. - Implemented personalized content and keyword optimization strategies to align with brand goals and SEO objectives.

- Performing technical SEO cleanup, technical site audits, including sitemap recommendations (structure, page names, redirects, etc.)

- **Key Impact:** Streamlined content workflows and ensured high editorial standards using AI-driven tools.

- **Skills:** WordPress Development, AI Tools (Claude,Chatgpt,Grok,Perplexity), Search Atlas, SEMrush, CRO, Elementor, Jasper, NeuronWriter, Google Analytics (GA4), Google Search Console, Ahrefs, Screaming Frog, Schema Markup, Content Strategy, Web Analytics

Business Development Manager / Project Manager / WordPress Developer

Xtar Media Solutions

May 2019 – Dec 2024

- Built responsive and interactive WordPress websites by collaborating with designers to translate complex UI/UX designs into functional code.

- Implemented SEO best practices, including keyword optimization and internal linking, increasing organic traffic for client websites by 40%.

- Conducted code reviews and mentored junior developers, improving team coding standards and reducing bugs by 15%.

- Utilized front-end frameworks (React.js, CSS) to create dynamic user interfaces and optimized website loading times by 20%.

- Managed WordPress platform upgrades and plugin integrations, ensuring seamless functionality and compatibility.

- **Key Impact:** Delivered scalable, user-focused WordPress solutions that enhanced client satisfaction and site performance.

- **Skills:** WordPress Development, PHP, CSS, React.js, SEO, Content Management, E-commerce SEO, Digital Marketing, Data Analysis, SEO Audits

Web Developer

North Studio

Mar 2022 – Mar 2024

- Maintained and troubleshooted WordPress websites for multiple clients, ensuring 99.9% uptime and optimal performance.

- Executed on-page and off-page SEO strategies, including keyword optimization and backlink development using SEMrush, improving search rankings by 35%.

- Developed and supported front-end and back-end features using PHP, MySQL, and React.js, delivering dynamic and scalable web solutions.
- Customized WordPress themes and plugins using Elementor, enhancing site functionality and user experience.
- **Key Impact:** Strengthened client digital presence through robust WordPress development and SEO practices.
- **Skills:** WordPress, Elementor, E-commerce Optimization, MySQL, PHP, SEO, Off-Page SEO, CSS, React.js, SEMrush, Web Analytics

Freelance WordPress Developer / Graphic Designer

(Portfolio website: www.jm.smdct.biz)

Jan 2012 – Present

- Developed WordPress-based solutions for clients in advertising, broadcasting, and online media, enhancing digital presence and user engagement.
- Collaborated with development teams to implement custom WordPress features, ensuring alignment with client branding and functionality requirements.
- Conducted technical audits and optimized client websites for performance and SEO, contributing to a 20% increase in site traffic.
- **Key Impact:** Delivered client-focused web solutions that drove business growth through effective WordPress development.
- **Skills:** WordPress Development, CMS, SEO, Data Analysis, Strategic Business Development

Education

Bachelor of Science in Computer Engineering - Silliman University | March 2004

Additional Information

- Detail-oriented and collaborative professional with strong problem-solving skills and a passion for delivering high-quality WordPress solutions.
- Experienced in mentoring teams and presenting technical solutions to non-technical stakeholders.
- Highly analytical and solutions-driven, with a proven track record in spearheading digital transformation initiatives.
- Adaptable lifelong learner with a passion for exploring and implementing emerging technologies.

Freelance Non-NDA Portfolio

Below is a selection of WordPress websites personally developed and maintained, include custom theme development, plugin integration, SEO optimization, and performance enhancements.

- **aquaventuradiving.com** – Built a WordPress site for a diving company, integrating booking plugins and optimizing for local SEO.
- **ayangspace.com** – Developed a responsive WordPress site with custom themes and SEO optimization for a lifestyle brand.
- **bakersbest.uk** – Developed an e-commerce WordPress site with WooCommerce, optimized for SEO and conversions.
- **dekokraft.com** – Built and maintained an e-commerce WordPress site with WooCommerce product catalog only integration and custom product pages.
- **forestcampresort.com** – Built a resort WordPress site with custom themes, booking plugins, and performance optimizations.
- **gracediveresort.com** – Created a WordPress site with AI-optimized content and local SEO for a dive resort.
- **haroldsdivecenter.com** – Developed a WordPress site with booking integrations and SEO, improving online visibility.
- **haroldsmansion.com** – Created a WordPress site for a hospitality client, focusing on user-friendly navigation and SEO.
- **limottakna.com** – Created a WordPress site with custom UI/UX features and SEO strategies to boost visibility.
- **nocci.biz** – Developed a business-oriented WordPress site with custom plugins and on-page SEO enhancements.
- **primepoint.digital** – Developed a Australian based digital marketing agency WordPress site with custom plugins and SEO strategies.
- **solidaceph.com** – Created a business WordPress site with WooCommerce integration and performance optimizations.
- **tourxp.pro** – Built a tourism WordPress site with custom features, booking plugins, and SEO improvements.
- **visayasislandhoppers.com** – Designed a tourism-focused WordPress site with integrated booking forms and SEO.

PROFESSIONAL REFERENCES:

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