

CARLOS HERNANDEZ VILLEGAS

WordPress Developer | SEO Optimization | Frontend Specialist

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PROFESSIONAL SUMMARY

Senior WordPress Developer with 15+ years of experience designing and building scalable, secure, and high-performance web platforms for international clients. Specialized in custom WordPress architecture, plugin development, headless WordPress implementations, and Core Web Vitals optimization. Proven ability to develop enterprise-grade WordPress solutions with strong focus on performance, maintainability, and technical SEO. Experienced working across full-stack environments including PHP, JavaScript, REST APIs, and modern frontend frameworks while collaborating with cross-functional teams to deliver high-impact digital products.

CORE SKILLS

WordPress Architecture & Development

WordPress Core, Custom Theme Development, Custom Plugin Development, WordPress Hooks & Filters, Gutenberg Block Development, Advanced Custom Fields (ACF Pro), Custom Post Types, WordPress Multisite, Headless WordPress Architecture, WordPress REST API, WP-CLI Automation.

Frontend Development

JavaScript (ES6+), React.js, Next.js, Vue.js, HTML5, CSS3, Tailwind CSS, Sass, Bootstrap, Responsive Design, Cross-Browser Compatibility, Mobile-First Development, UI Performance Optimization.

Backend & API Development

PHP, Node.js, REST API Architecture, GraphQL, Slim Framework, MySQL, Secure API Development, OAuth 2.0 Authentication.

Performance & Web Optimization

Core Web Vitals Optimization, PageSpeed Optimization, Lighthouse Performance Audits, Asset Optimization, CDN Integration, Advanced Caching Strategies, Database Optimization, Web Performance Engineering.

E-Commerce & CMS Platforms

WooCommerce Customization, WooCommerce Hooks & Filters, Shopify (Liquid), Headless CMS Architectures

SEO & Analytics

Technical SEO, Schema Markup, Google Analytics 4 (GA4), Google Tag Manager (GTM), Data Layer Implementation, Yoast SEO, Rank Math

Security & Architecture

WordPress Security Hardening, OAuth 2.0, Secure API Architecture, Headless CMS Security, Security Rules

DevOps & Infrastructure

Git, Linux Server Administration, AWS, Nginx/Apache, Docker, Composer, CI/CD Workflows

Design Collaboration & UI Implementation

Figma, Adobe XD, Photoshop, Design-to-Code Implementation, UI Asset Extraction, Pixel-Perfect Frontend Development

PROFESSIONAL EXPERIENCE

SENIOR WORDPRESS DEVELOPER

May 2021 - March 2026

Evolve Agency Group- Canada

- ✓ Designed and developed 20+ high-performance WordPress platforms for enterprise clients, focusing on scalability, security, and Core Web Vitals optimization.
- ✓ Architected custom WordPress themes, plugins, and scalable content architectures using Advanced Custom Fields (ACF Pro) and Custom Post Types to support complex content management workflows.
- ✓ Achieved 98+ PageSpeed scores by implementing advanced caching strategies, database optimization, and asset delivery improvements for large-scale websites.
- ✓ Developed custom REST API endpoints and middleware to integrate WordPress with enterprise CRM and marketing automation platforms.
- ✓ Automated development and maintenance workflows using WP-CLI scripts, significantly reducing manual administrative workload.
- ✓ Delivered cross-platform solutions including Shopify Liquid themes, Slim Framework PHP applications, and JavaScript-based interactive interfaces, expanding beyond the WordPress ecosystem.

WEB DEVELOPER

March 2017 – April 2021

Accedo Technologies - Nicaragua

- ✓ Engineered conversion-oriented landing pages for the company CareerBuilder and its clients, utilizing a mobile first approach with Sass and Bootstrap CSS.
- ✓ Engineered secure, Headless WordPress solutions utilizing GraphQL for precise data querying, reducing overfetching and hardening site security by isolating the CMS from the frontend delivery layer

FULL-STACK DEVELOPER

February 2015 – March 2017

Dotcreek - Costa Rica

- ✓ Spearheaded the development of custom web solutions for diverse outsourcing projects.
- ✓ Utilized Node.js and Ruby on Rails to build robust backend services consumed via REST APIs.
- ✓ Rapidly deployed and maintained a high volume of custom WordPress solutions for a diverse client base, establishing a foundation in clean code standards, cross-browser compatibility, and early-stage SEO optimization.

WEB DEVELOPER (FOUNDATIONAL GROWTH)

January 2008 – January 2015

GINIEM - Nicaragua

- ✓ Developed custom themes and CMS solutions using WordPress and Joomla.
- ✓ Implemented responsive web interfaces using Bootstrap and jQuery.
- ✓ Built early REST integrations and authentication systems using OAuth 2.0.

EDUCATION

BACHELOR'S DEGREE IN COMPUTER ENGINEERING

2010

Universidad Nacional de Ingeniería