



KATRINE ROSE B. ESTA

WP DEVELOPER

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SUMMARY

Creative and results-driven Web Developer with proven experience designing and launching responsive, user-focused websites for agencies, startups, and freelance clients. Skilled in WordPress, HTML, CSS, JavaScript, jQuery, and page builders like Elementor and Systeme.io. Strong foundation in SEO optimization, performance tuning, and mobile-first design, ensuring websites that not only look good but also convert.

TECHNICAL SKILLS

- **Core Web Development:** WordPress, Systeme.io, Elementor, Divi, HTML, CSS, JavaScript, jQuery
- **Optimization:** SEO, Site Speed, Mobile Responsiveness
- **Data Tools:** Power BI, Excel

WORK EXPERIENCE

Web Developer | Adstratify (2024 – Present)

- Designed and launched websites for Adstratify and Superpixel, implementing modern, responsive, and user-friendly designs.
- Developed conversion-focused landing pages that enhanced brand visibility and lead generation.
- Improved site performance by applying SEO best practices, mobile optimization, and faster load times.

Freelance Front-End Developer | Cyberwrath (2023 – Present)

- Delivered custom websites for freelance clients, ensuring clean code and modern UI/UX.
- Built responsive layouts and integrated interactive features using HTML, CSS, and JavaScript.
- Collaborated directly with clients to transform requirements into functional website solutions.

Admin & Front-End Developer | Codezpace (2020 – 2022)

- Designed and maintained websites for small and medium-sized businesses using WordPress + custom code.
- Implemented front-end features to improve usability and client branding.
- Optimized websites for cross-browser compatibility and speed, enhancing customer experience.

Previous roles:

- Admin & Front-End Developer | Codezpace | May 2020 – Jan 2021
- Site Acquisition Lead | Alliance Towers (formerly Alt Global) | Oct 2021 – Sept 2023
- ROW Supervisor | Huawei Technologies Phils. | Sept 2018 – Jul 2019
- ROW Officer | Wuhan FiberHome | Jan 2017 – Aug 2017
- Project Progress Support | Nokia Philippines | Apr 2016 – Jan 2017
- Documentation Assistant | Ericsson | Jan 2016 – Apr 2016
- Administrative Assistant | Huawei Technologies Phils. | May 2010 – Dec 2015
- Front Counter Coordinator | Hewlett-Packard Phils. | Nov 2008 – Apr 2010

CERTIFICATION

- WordPress 101 & Advanced (Codezpace ID: bNpDmJeGuq)
- Front-End Developer Certification (Coursera)
- IBM Data Analysis Certificate (Coursera ID: HFQE8FW9PMQ5)
- Google Ads Certification (Google)

EDUCATION

Bachelor of Science in Computer Science
University of the People | USA

2023 - Present