

JHON DAZA

Senior Frontend Developer | WordPress · Shopify · Webflow

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PROFESSIONAL SUMMARY

WordPress/CMS Developer: Senior Frontend Developer with 12+ years building custom WordPress themes and plugins from scratch (PHP, ACF, Gutenberg) for U.S. marketing agencies. Delivered 50+ production websites with measurable gains in Core Web Vitals, SEO, AEO, GEO, and conversion. Fluent in cross-functional remote collaboration with design, PM, and stakeholders in Agile environments. English: C2 Proficient.

TECHNICAL SKILLS

- **WordPress:** Custom themes & plugins (PHP), ACF, Gutenberg/Block Editor, WordPress REST API, WooCommerce, MySQL
 - **Shopify:** Liquid, Online Store 2.0, custom sections/blocks, JSON templates, theme development
 - **Webflow:** Designer, CMS Collections, dynamic pages, interactions, responsive layouts
 - **Frontend:** HTML5, CSS3 (Sass), JavaScript (ES6+), jQuery, React (components, hooks), TypeScript
 - **Performance & SEO:** Core Web Vitals, Google Lighthouse, PageSpeed Insights, technical SEO, WCAG 2.1 accessibility
 - **Email Development:** Responsive HTML email, Marketo, Mailchimp, cross-client compatibility (Outlook, Gmail)
 - **MarTech & Automation:** HubSpot CMS, Marketo, n8n workflows, third-party API integrations
 - **Workflow:** Git/GitHub, Figma-to-code, Agile/Scrum, cross-functional remote collaboration
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PROFESSIONAL EXPERIENCE

Senior Frontend Developer - iSource Marketing (*Remote, USA*)

2019 – Present

- Built and shipped 20+ custom WordPress themes and plugins from scratch using PHP, ACF, and Gutenberg, translating Figma/PSD/XD designs into pixel-accurate, responsive implementations for 6 U.S. B2B tech clients.
- Improved Core Web Vitals across 7 client sites, reducing LCP from 40s to 90s (100% faster) through image optimization, critical CSS, caching strategy, and script deferral.
- Developed 2 custom Shopify storefronts and Online Store 2.0 sections/blocks using Liquid, JSON templates, and JavaScript, increasing mobile conversion by 50% for e-commerce clients.
- Produced 40+ responsive HTML email templates for Marketo and Mailchimp campaigns, achieving 100% cross-client rendering compatibility including Outlook, and reducing production time 60% via reusable modules.
- Integrated HubSpot CRM, forms, and third-party marketing tools via REST APIs across 5 client sites, eliminating 40 hours/month of manual data entry.
- Applied technical SEO (structured data, crawlability, canonical strategy) that grew organic traffic 60% for Heico a major American technology-driven aerospace, industrial, and electronics company within 6 months.
- Collaborated daily in English with cross-functional U.S. teams (design, PM, stakeholders) in Agile sprints, maintaining 5 concurrent client projects.

Frontend Developer - New Web Design (*Remote, USA*)

2014 – 2019

- Converted 20+ visual designs into pixel-accurate WordPress implementations with cross-browser, responsive layouts, maintaining a 95% on-time delivery rate.
- Built and customized 5 Webflow websites for B2B and marketing clients, including CMS Collections and dynamic pages, cutting build time 90% versus custom-coded equivalents.
- Extended Webflow and WordPress projects with custom JavaScript and third-party integrations.
- Maintained and optimized 10+ client websites, improving average load time from 60s to 90s and reducing support tickets 90%.

Frontend Developer - Soprano Global (*Colombia - Contract/Freelance*) · **2016**

- Delivered WordPress maintenance, responsive implementation, and performance optimization for 8 client sites; adjusted Shopify themes and content for Food and Creative websites.

Frontend Developer - Activo Multimedia (*Colombia*) **2013 – 2014**

- Developed 8 WordPress and HTML/CSS websites with responsive, cross-browser layouts, applying page-speed best practices that improved load times 90%.
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EDUCATION

Systems Engineering Degree - Universidad Tecnológica de Pereira, 2008

CERTIFICATIONS

- HubSpot CMS for Developers
- Shopify Partner Academy
- EF SET English Certificate - C2 Proficient - 2026 (<https://cert.efset.org/en/pje8Zh>)

LANGUAGES

- **Spanish** - Native
 - **English** - C2 Proficient (Professional Working Proficiency - daily collaboration with U.S. teams since 2014)
 - **German** - A1 (in progress)
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