ALFREDO R. RILLORAZA, JR.

Web Developer & Technical SEO Specialist

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PROFESSIONAL SUMMARY

Resourceful, detail-oriented Web Developer and Technical SEO Specialist with over 7 years of hands-on experience building, customizing, maintaining, and optimizing responsive websites, and over 5 years executing on-page, technical, and content SEO across multi-site agency networks, portal properties, and professional service clients. Proficient in WordPress, Elementor, Gutenberg, Divi, HTML5/CSS3, speed optimization, and digital asset design, with a proven track record of managing end-to-end SEO workflows—from technical audits and schema deployment to Core Web Vitals optimization and Google Search Console performance tracking. Highly organized and self-directed with expertise in navigating complex WordPress builds, verifying live site code deployments across devices, and maintaining high accuracy for healthcare and professional service content.

CORE COMPETENCIES & TECHNICAL SKILLS

- **WordPress & Page Builders:** WordPress Customization & Site Administration, Elementor / Elementor Pro, Gutenberg, Divi, Landing Page Design, Layout Optimization, Theme/Plugin Maintenance, Staging-to-Live Launches
- **Technical & On-Page SEO:** Technical Audits, Site Architecture, Crawling & Indexing Diagnostics, Schema Markup (Structured Data), XML Sitemaps, Robots.txt, Canonicalization, Redirect Mapping, Core Web Vitals & Page Speed Optimization
- **On-Page & Content SEO:** Keyword Research, Title/Meta Optimization, Internal Linking Strategy, Heading Structures, Content QA & E-E-A-T Optimization
- **SEO Tools & Analytics:** Google Search Console (GSC), Google Analytics 4 (GA4), Screaming Frog SEO Spider, Semrush, Ahrefs, PageSpeed Insights / Lighthouse
- **Web, Hosting & Administration:** HTML5/CSS3, Responsive Web Design, Cross-Device QA, Mobile Optimization, Form/CRM Embeds, Hosting Setup (Hostinger, cPanel), Domain/DNS Management, SSL, Site Backups, Bug Troubleshooting
- **Digital Design & Tools:** Canva, Adobe Creative Suite, Banner/Graphic Design, AI Content & Workflow Integration

FEATURED WORDPRESS PROJECTS

- **Travel Destinistas (https://traveldestinistas.com/) –** Designed and developed a full travel media brand site on WordPress focusing on clean layouts, Elementor customizations, and mobile responsiveness.
- **The Resource Suite (https://theresourcesuite.com/) –** Built custom page layouts, configured lead forms, and organized structured resource sections.
- **Champion Gym (https://championgym.ca/) –** Handled ongoing site maintenance, Elementor layout updates, navigation fixes, and speed optimizations.
- **Asphalt Pro (https://asphaltpro.ca/) –** Managed site edits, form integrations, and mobile responsiveness updates.

PROFESSIONAL EXPERIENCE

SEO Specialist & Web Developer (Part-Time)

Specialist Practice Excellence | February 2023 – September 2026

- Executed hands-on technical SEO, on-page optimization, and content enhancements across a portfolio of specialist client websites and professional service portals.

- Conducted comprehensive technical site audits to diagnose and resolve crawling, indexing, canonicalization, and rendering bottlenecks.
- Implemented structured data / schema markup, XML sitemaps, internal linking architectures, and Core Web Vitals speed optimizations to keep client sites performing efficiently and elevate organic rankings.
- Utilized Google Search Console, GA4, Screaming Frog, and Semrush to track keyword performance, investigate traffic shifts, and deliver actionable performance updates.
- Conducted QA reviews on desktop, tablet, and mobile to ensure all updates landed cleanly on live production environments while maintaining strict content accuracy for sensitive medical and professional service topics.

WordPress Developer & SEO Specialist

Startup Names LLC | January 2024 – March 2025

- Built, maintained, and updated responsive WordPress sites and managed site health across a network of digital properties, ensuring full cross-device compatibility.
- Systematically resolved duplicate content, redirect loops, indexing errors, layout bugs, broken links, and plugin conflicts.
- Optimized Core Web Vitals, page rendering speeds, mobile usability, and layout structures to enhance user experience, domain authority, and search performance.
- Implemented strategic on-page optimizations including titles, meta descriptions, structural headings, and internal links to drive sustained organic traffic gains.

Web Developer & SEO Specialist

Abrahams Consulting LLC | January 2022 – August 2022

- Designed and built new WordPress sites while administering and maintaining multi-site WordPress environments.
- Managed plugin updates, security monitoring, security patches, automated site backups, and theme adjustments/customizations.
- Integrated foundational technical SEO practices during site builds and redesigns, ensuring clean URL structures and fast site load times.

Web Developer & SEO Specialist

ADI Creative Group LTD | January 2019 – December 2021

- Designed, developed, built, and launched responsive WordPress websites using WordPress, custom page builders, and on-page/technical SEO groundwork.
- Applied front-end optimizations and performed ongoing site health monitoring, fixing crawl errors and managing XML sitemaps across client sites.

EDUCATION

Master in Information Technology (MIT)

Don Mariano Marcos Memorial State University, San Fernando City, La Union (2010 – 2017)

Bachelor of Science in Computer Science

Don Mariano Marcos Memorial State University, Agoo, La Union (1999 – 2002)

TRAINING & CERTIFICATIONS

General Virtual Assistant & Digital Operations | *Your Best Virtual Assistant (2025)*

- Content creation, CRM management, GoHighLevel workflows, project management, client communications, admin workflows, and digital project execution.