

ALAN VO

Web Developer | WordPress, Shopify, WooCommerce | SEO & Analytics

Burleigh Heads, Gold Coast | Fully remote

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SUMMARY

Web developer with 18+ years building, launching and maintaining business websites and ecommerce stores. Hands-on across WordPress, WooCommerce, Shopify, PHP, HTML, CSS and JavaScript, plus hosting, DNS, analytics and technical SEO. Comfortable owning a backlog independently, working with designers and marketers, and explaining technical decisions to clients. Combined ecommerce operations and development at Billy Guyatts, where site and conversion work supported a \$2.5m year-on-year sales increase over three years. Seeking a fully remote role.

SKILLS

WordPress: custom themes, ACF, custom post types, Gutenberg, Elementor, Multisite, WPML, WP-CLI, REST API, Gravity Forms

Ecommerce: WooCommerce (B2B / subscriptions-style work), Shopify OS 2.0 / Liquid / metafields, Magento operations, Stripe / PayPal

Front-end: HTML5, CSS3, Sass, JavaScript, jQuery, Bootstrap / Tailwind, responsive builds, Figma handoff

SEO and analytics: GA4, GTM, Search Console, Screaming Frog, Ahrefs / SEMrush, schema, Core Web Vitals

Hosting and delivery: Cloudflare, managed WP hosting, DNS, SSL, caching, Git, client training

Integrations: Klaviyo / Mailchimp, Zapier

EXPERIENCE

Contract Web Developer - Digital agencies and direct clients (Australia)

July 2017 - Present (employed at Pivotal June 2020 - June 2021)

Built, customised and maintained WordPress, WooCommerce and Shopify sites for Australian businesses across retail, education, nonprofit, tourism, manufacturing and B2B. Day-to-day stack includes ACF, Git, GA4 and Cloudflare alongside theme, plugin and hosting work.

Delivered theme and plugin work, catalogue and checkout behaviour, API and form integrations, DNS/hosting fixes, and launches without an in-house engineering team.

Configured GA4 and Tag Manager for reporting and campaign tracking; trained clients to manage pages, products and day-to-day CMS tasks.

UX Web Developer - Pivotal Satellite Pty Ltd

June 2020 - June 2021

Developed and supported responsive web experiences on WordPress and related CMS platforms, with a focus on usability, performance and reliability.

Shipped front-end HTML, CSS and JavaScript updates and resolved production issues in collaboration with internal stakeholders and creative partners.

Contributed analytics reporting, performance reviews and practical optimisation recommendations.

Ecommerce Manager & SEO Coordinator - Billy Guyatts

November 2013 - June 2017

Owned web features, customer experience and SEO across three customer-facing Magento stores, with a mandate to improve the shopping journey and conversion.

Ran flow optimisation, merchandising, promotion tests, content, and funnel analysis (sessions, conversion, cart abandonment, segmentation).

Liaised with cross-functional partners on site improvements; managed ecommerce marketing budget and partner relationships.

Increased year-on-year sales by \$2.5m over a three-year period.

SEO Business Analyst & Web Developer - Search Engine Optimization Works

November 2009 - May 2013

Scoped websites with clients and the creative team; delivered builds and SEO campaigns in CMS environments.

Researched keywords, demand and consumer patterns; applied findings to content and site changes aimed at traffic, engagement and conversion.

Built internal processes and trained new team members on internet marketing and SEO practice.

SEO Specialist & Web Developer - Web Marketing Experts

April 2008 - October 2009

Managed two offshore teams (40+ people) on client website changes, SEO content and reporting.

Reviewed sites, documented issues, and presented findings and fixes to clients.

Built SEO and sales-support tools for keyword analysis and reporting; supported a period of rapid client growth.

EDUCATION

Bachelor of Computing - Software Development, Deakin University, 2002 - 2005