

ALAN VO

WordPress & WooCommerce Developer | PHP, JavaScript, Elementor | Analytics & Hosting

Burleigh Heads, Gold Coast | Fully remote

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SUMMARY

WordPress developer with 18+ years delivering custom themes, plugin work, WooCommerce stores and Elementor builds for Australian businesses. Strong PHP, HTML, CSS and JavaScript, with day-to-day ownership of hosting, DNS, SSL, forms, third-party integrations and live-site troubleshooting. Sets up Google Analytics and Tag Manager, improves performance, and trains clients to run their CMS. Comfortable in agency and in-house settings, working independently across several sites at once. Seeking a fully remote WordPress role.

SKILLS

WordPress: custom themes, ACF, custom post types, Gutenberg, Elementor, Multisite, WPML, WP-CLI, REST API, Gravity Forms, hooks/filters, plugin customisation

WooCommerce: catalogues, product templates, checkout, B2B / trade portals, subscriptions-style and membership work

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

Back-end: PHP, MySQL, WP REST API, forms, caching, performance and Core Web Vitals

Hosting and delivery: Cloudflare, managed WP hosting, DNS, SSL, Git, staging-to-live, client training

Analytics and SEO: GA4, GTM, Search Console, Screaming Frog, schema, conversion tracking

EXPERIENCE

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

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

Developed, maintained and enhanced WordPress and WooCommerce sites: custom themes, ACF, Gutenberg and Elementor layouts, plugin work, and business-specific ecommerce behaviour. Git for version control; Cloudflare and managed WP hosting for DNS, SSL and performance.

Implemented integrations, DNS changes, SSL and hosting fixes; diagnosed issues across core, plugins, forms, servers and deployments.

Configured GA4 and Tag Manager; trained clients on pages, products and routine CMS work.

UX Web Developer - Pivotal Satellite Pty Ltd

June 2020 - June 2021

Supported WordPress and CMS front-ends with a focus on usability, performance and technical reliability.

Shipped HTML, CSS and JavaScript improvements and resolved production bugs with internal stakeholders and creative partners.

Assisted with analytics reporting and practical performance recommendations.

Ecommerce Manager & SEO Coordinator - Billy Guyatts

November 2013 - June 2017

Directed features, UX and SEO for three Magento storefronts; optimised funnels, merchandising, promotions and content.

Tracked sessions, conversion, engagement and cart abandonment; ran tests and partnered with other teams on site changes.

Increased year-on-year sales by \$2.5m over three years - useful context for WooCommerce and conversion-focused WordPress work.

SEO Business Analyst & Web Developer - Search Engine Optimization Works

November 2009 - May 2013

Delivered client websites in CMS platforms and applied SEO research to content, information architecture and on-page work.

Trained team members and helped standardise delivery processes.

SEO Specialist & Web Developer - Web Marketing Experts

April 2008 - October 2009

WordPress development plus SEO delivery; managed two offshore teams of 40+ on website changes and content.

Built internal tools for keyword analysis and client reporting.

EDUCATION

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