

Jenna Estrael Ronda

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Website and WordPress Developer | Basic Onpage and Technical SEO

Results-driven Web Developer with 5+ years of experience building, optimizing, and maintaining 100+ websites using WordPress and Shopify. Proficient in Elementor, Bricks Builder, and Gutenberg, with strong experience in Shopify theme customization and website support.

Skilled in technical SEO, on-page SEO implementation, Core Web Vitals optimization, and website performance improvements to ensure fast, SEO-friendly, and scalable websites. Combines web development expertise with digital marketing knowledge to create high-performing websites that support business growth and search visibility.

Experienced in working with agencies, universities, and international clients, with a proven track record on Upwork and maintaining an 82% Job Success Score across multiple completed projects.

TECHNICAL SKILLS**Web Development**

- WordPress website development using Elementor, Bricks Builder, Oxygen Builder, and Gutenberg
- Theme customization, page building, and responsive design
- Working knowledge of PHP, HTML, CSS, JavaScript, and SQL
- Basic experience with Laravel framework
- Reusable components and structured web design and development

Shopify

- Shopify store support and theme customization
- Landing page development and layout optimization

SEO & Web Performance

- On-page SEO and technical SEO implementation
- Core Web Vitals optimization and website performance improvements
- SEO tools: Google Search Console, Bing Webmaster Tools, Screaming Frog, Google

Analytics

Development Tools & Frameworks

- VS Code, Git, GitHub
- AutomaticCSS (ACSS), Advanced Themer (AT), Core Framework, Brixies

AI & Productivity Tools

- ChatGPT, Gemini, Claude
- Google AI Studio, Google Stitch

EDUCATION

- Laguna State Polytechnic University, Losbaños Laguna (S.Y –2016-2020) Graduated with, Bachelor of Science in Information Technology

WORK EXPOSURE

Web/SEO Developer, Upwork Freelance - Part time– Weekthink Digital Marketing Agency – January 10, 2026 - April 3, 2026

- Design and develop landing pages for SEO cluster content
- Assist the SEO team with on-page SEO implementation

Bricks/ WordPress Developer, Upwork Freelance - Part time– SFX Solution Small Business – May 19, 2025 - January 15, 2026

- Developed and managed the maintenance and upkeep of multiple e-commerce websites using WordPress
- Built and customized WordPress-based e-commerce solutions, ensuring functionality, usability, and performance
- Delivered end-to-end website builds on WordPress, aligning with client brand identity and project requirements
- Collaborated with the agency team to provide scalable solutions for small businesses

Programmer/ WordPress Website Developer – Digital Innovation Center (DIC) UPLB – April 1, 2023 - Present

- Worked with and guided the team in designing and developing the university website, including its college units, ensuring both functionality and visual appeal.
- Handles troubleshooting and provides technical support to ensure the continuous improvement of client websites.
- Led training sessions for content managers on effectively managing their respective websites.
- Managed the maintenance and upkeep of multiple university websites.
- Optimized the performance, and accessibility, and applied SEO best practices of the university's main website and units websites.

Programmer/ WordPress Website Developer – Office of the Public Relations(OPR) UPLB – January 3, 2023 - March 30, 2025

- Worked with the team to design and develop the university website, including its college units, ensuring functionality and visual appeal.
- Developed manuals for content managers and developers to facilitate website management.
- Led training sessions for content managers on effectively managing their respective websites.
- Managed the maintenance and upkeep of multiple university websites.
- Optimized the performance, and accessibility, and applied SEO best practices of the university's main website.

Senior Technology Management Aide/WordPress Website Developer – Information Technology Center (ITC) UPLB – March 31, 2021 - December 31, 2022

- Worked with the team to design and develop the Digital Innovation Center (DIC), including other department units, ensuring functionality and visual appeal.
- Developed manuals for content managers to facilitate website management.
- Led training sessions for content managers on effectively managing their respective websites.

PORTFOLIO HIGHLIGHTS

- <https://carecentrix.com/>
- <https://anchoraquarium.com/>
- <https://knowledgebank-iirrasia.com/>
- <https://sesam.uplb.edu.ph/>
- <https://ttbdo.uplb.edu.ph/>
- <https://uplb.edu.ph/>
- Additional portfolio includes multiple landing pages, ecommerce, and international client websites delivered via [Upwork](#).

SEMINAR/TRAINING & CERTIFICATES

- Certificate of Completion for having completed a total of 2 hours of the 2024 Google Search Console: #1 SEO Tool to track SEO in Udemy
- Shopify Partner Academy Certification – Completed training in Shopify Fundamentals and store development
- Recognition: Upwork Top Rated Freelancer with 100% Job Success and over 130 completed projects.
- Certificate of Completion for having completed a total of 14 hours of The Ultimate SEO Training 2023 + SEO for WordPress Development in Udemy
- Certificate of Completion for having completed a One-hour Git Crash Course in Udemy
- Certificate of Completion for having completed 500 hours of practical training at the Information Technology Services (ITS) under the Information Knowledge Systems Department
- Certificate of Completion for the successful creation of the Computer Management Inventory Database system
- Certificate of Achievement on Cyber Security Awareness E-Training by ESET
- Certificate of Achievement on Promoting Positivity Awareness and Facts on the Internet seminar