ROWEN JANE DE LEON

WordPress Developer

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WORK EXPERIENCE

WordPress Developer (Freelance) | October 2025 - August 2026
US-Based Digital Agency

- Designed web page layouts in Figma and adapted existing design themes into functional, user-friendly WordPress websites.
- Built and customized Elementor pages, tailoring layouts and UI components to meet client requirements.
- Implemented custom HTML, CSS, and JavaScript to enhance website styling, add interactive design elements, and improve user experience.
- Applied on-page SEO strategies using Yoast SEO to improve search visibility and support proper page indexing.
- Reviewed and implemented QA feedback to resolve reported issues and improve website quality.
- Coordinated with the branding team on logo assets and brand kits to maintain visual consistency across client websites.

Web Designer | March 2025 - September 2025
Outsourced Quality Assured Services Inc.

- Designed and developed travel-focused websites using WordPress and Elementor, translating wireframes into functional page layouts aligned with client requirements and brand identity.
- Built and customized pages directly in the Elementor editor using existing widgets and layout elements to create consistent, user-friendly website experiences.
- Researched web design references and leveraged AI tools, including ChatGPT and Claude, for design inspiration, content ideation, and website copywriting using predefined prompts.
- Implemented on-page SEO practices using Yoast SEO to improve page structure, search visibility, and indexing.
- Tested website responsiveness across desktop, tablet, and mobile devices, identifying layout inconsistencies and refining page presentation.

WordPress Developer | September 2024 - February 2025
All I Need IT Solutions

- Built landing pages and updated website content using WordPress and Elementor.
- Applied foundational SEO practices to improve page structure, indexing, and search visibility.
- Maintained consistent layouts and brand standards across website updates using reusable templates.

Front-End Developer | October 2023 - May 2024
iPhiTech IT and Digital Solutions

- Developed and updated website pages using WordPress page builders, including Elementor and Divi.
- Applied custom HTML and CSS to refine UI styling, resolve layout issues, and improve website presentation.
- Performed responsive and cross-browser testing to verify layout consistency and usability across different screen sizes and browsers.
- Maintained Shopify storefronts through routine front-end updates and basic technical support.

Technical Support Intern | February 2023 – May 2023

Concentrix UPA TechnoHub

- Troubleshot hardware and software issues, reimaged system units, and deployed software applications.
- Configured workstation production units and provided technical support to call center agents.
- Applied basic networking principles, including VLAN setup and port configuration.
- Installed physical hardware and organized structured cabling across production floors.

KNOWLEDGE AND SKILLS

Web & Page Builders

WordPress, Elementor, Divi, Webflow

Front-End Development

HTML, CSS, JavaScript

SEO & Optimization

Yoast SEO

Design & Multimedia Tools

Canva, Figma, CapCut

ACADEMIC HISTORY

Bulacan Agricultural State College | 2019 - 2023

Bachelor of Science in Information Technology

San Miguel National Highschool | 2017 - 2019

TVL - Information and Communication Technology