

EDVER DEPANTE

WORDPRESS DEVELOPER & TECHNICAL SEO SPECIALIST

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PROFESSIONAL SUMMARY

Results-driven **WordPress Website Developer** and **Technical SEO Specialist** with extensive experience building, managing, and optimizing high-performing web assets. Expert in custom layout development using **Elementor** and **Divi**, combined with strong technical proficiency in PHP/JavaScript customization, server administration, and database management. Proven track record in executing advanced JSON-LD schema architecture, Core Web Vitals optimization, and server-side configurations (DNS, SMTP, SSL) to deliver fast, secure, and search-optimized digital platforms.

TECHNICAL SKILLS

Development & Page Builders:	WordPress, Elementor Pro, Divi, Custom Plugin Customization, PHP, JavaScript, Custom Themes
Technical SEO & Analytics:	Advanced JSON-LD Structured Data Schema, Localized SEO, Core Web Vitals, Google Ads Landing Page Optimization, Technical Metadata Audit
Server & Infrastructure:	SPanel, cPanel, DNS Management, File Manager, SSL Deployment, Domain Mapping
Backend & Databases:	MySQL, phpMyAdmin, Database Setup & Query Optimization, File-Level Bug Fixing
Email & Connectivity:	Enterprise Domain Email Setup, SMTP Configuration, Form Integration & Lead Routing
Design & Visual Media:	Canva, Brand Asset Integration, Video/Timelapse Content Embedding, Responsive UI/UX Design

PROFESSIONAL EXPERIENCE

Junior WordPress Web Developer & On-Page SEO Specialist <i>Small Biz Drs LLC</i>	2021 – 2026
Full-Lifecycle Web Development: Designed, developed, and deployed 50+ custom WordPress websites using Elementor and Divi, consistently meeting strict project timelines and client scope requirements. Custom Code & Functionality: Extended core plugin functionalities using custom PHP and JavaScript, successfully engineering dynamic matrix catalog fields and automated calculation tools. Advanced Schema & Local SEO: Architected and deployed localized structured JSON-LD schemas and nested author blocks, expanding regional search engine visibility for home service and contractor clients. Server & Systems Administration: Administered server environments via SPanel, managing MySQL database performance, DNS delegation, domain mapping, and reliable SMTP routing. Conversion Rate & Speed Optimization: Optimized high-priority landing pages for Google Ads campaigns, enhancing site load speeds, mobile responsiveness, and lead capture form conversion rates. Cross-Functional Collaboration: Partnered with creative teams to integrate rich multimedia assets (custom graphics, time-lapse videos) while maintaining brand consistency.	

Web Boost Online

- **Client Website Development:** Built responsive, user-friendly WordPress websites engineered specifically to boost client lead generation and engagement.
- **Technical On-Page SEO:** Executed targeted keyword strategies, metadata corrections, and internal linking architectures that drove measurable gains in organic traffic and SERP rankings.
- **Hosting Maintenance & Security:** Managed staging/production servers, conducted file-level debugging, and patched security vulnerabilities to maintain site health and uptime.
- **Content & Media Creation:** Created localized landing pages and customized marketing graphics using Canva to streamline content presentation and overall visual hierarchy.

EDUCATION

Bachelor of Science in Computer Science

STI College Rosario