

KIM JAMES G. ESGUERRA

FRONTEND WEB DEVELOPER | WORDPRESS DEVELOPER

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PROFESSIONAL SUMMARY

Frontend Web Developer with 8 years of experience building, maintaining, and troubleshooting WordPress websites. Strong hands-on experience with WordPress, Advanced Custom Fields (ACF/ACF Pro), Custom Post Types, PHP, JavaScript, jQuery, HTML5, CSS3, WooCommerce, and responsive web development. Experienced in converting Figma and PSD designs into functional websites, customizing themes and plugins, and working with page builders including Elementor, Divi, and Enfold. Also experienced in on-page SEO, technical SEO, WordPress SEO, website performance, internal linking, and SEO-friendly development.

PROFESSIONAL EXPERIENCE

Echo Web Solutions | Frontend Web Developer

November 2022 – Present

- Develop and maintain responsive WordPress websites using HTML5, CSS3, PHP, JavaScript, and jQuery.
- Build dynamic, client-focused websites using Advanced Custom Fields (ACF/ACF Pro) and Custom Post Types.
- Customize WordPress themes and plugins to meet project-specific design and functionality requirements.
- Translate design concepts into responsive frontend interfaces across desktop, tablet, and mobile devices.
- Troubleshoot and resolve frontend, backend, plugin, theme, and WordPress-related issues.
- Maintain existing websites and implement content, layout, functionality, and technical updates.

Mindfuse Inc. | Web Developer

October 2019 – October 2022

- Converted PSD and Figma designs into responsive WordPress websites.
- Performed both frontend and backend development for WordPress websites.
- Maintained websites and diagnosed frontend and backend errors.
- Implemented website layouts and interactive components using HTML, CSS, PHP, JavaScript, and jQuery.
- Collaborated on UI/UX design improvements to create usable and responsive website experiences.

Miyens Technologies | Frontend Web Developer / Intern

July 2018 – September 2019

- Developed WordPress websites using Divi, Elementor, and Enfold page builders.
- Performed monthly WordPress website maintenance and content updates.
- Built and updated responsive website layouts and frontend components.
- Created e-learning modules using Articulate Storyline.

DETAILED SEO EXPERIENCE

- **On-Page SEO:** Optimized page titles, meta descriptions, heading hierarchy, URLs, image ALT text, internal links, and page content structure to support search visibility and usability.
- **WordPress SEO:** Used Yoast SEO and WordPress SEO settings to manage metadata, XML sitemaps, indexing-related settings, and search-engine-friendly page structures.
- **Technical SEO:** Addressed website structure, crawl-friendly implementation, responsive/mobile issues, broken page elements, URL-related issues, and technical website problems that can affect usability and search visibility.
- **SEO-Friendly Development:** Developed semantic, responsive, maintainable WordPress templates with clean HTML/CSS and structured content to provide a strong technical foundation for SEO.
- **Website Performance:** Worked on front-end performance improvements including image optimization, CSS/JavaScript asset considerations, caching, and Core Web Vitals-focused improvements.
- **Internal Linking & Content Structure:** Implemented logical internal linking and organized page content using consistent heading structures and reusable WordPress components.
- **SEO Maintenance:** Maintained existing WordPress websites while preserving SEO-friendly URLs, metadata, content structure, internal links, and search-friendly page implementation.
- **SEO Troubleshooting:** Investigated and resolved WordPress frontend and technical issues that could affect page rendering, responsiveness, performance, and overall website quality.

TECHNICAL SKILLS

WordPress & CMS: WordPress, Advanced Custom Fields (ACF / ACF Pro), Custom Post Types, WooCommerce, Gutenberg, Yoast SEO

Frontend & Programming: HTML5, CSS3, PHP, JavaScript, jQuery, Responsive Web Design, Bootstrap

SEO & Performance: On-Page SEO, Technical SEO, WordPress SEO, Internal Linking, XML Sitemaps, Core Web Vitals, Website Performance

Tools & Development: Git / GitHub, Elementor, Divi, Enfold, Figma to WordPress, PSD to WordPress, Website Maintenance, Frontend Troubleshooting

EDUCATION

Bachelor of Science in Information and Technology | Global Reciprocal College

2015 – 2019

Alternative Learning System (ALS) | Global Reciprocal Colleges

2014

Secondary Education | Notre Dame of Greater Manila

2006

PORTFOLIO

<https://kjesguerra.github.io/>