

JOELLEN ENRIQUEZ

WORDPRESS DEVELOPER

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SUMMARY

WordPress Developer with experience building websites since 2022, beginning with personal project-based sites and progressing to full professional client work. Skilled in WordPress and WooCommerce development, custom theme styling, responsive design, CSS/JS integration, and end-to-end site management. Adept at troubleshooting, optimizing performance, and delivering clean, modular, well-documented code while ensuring high-quality user experiences.

TECHNICAL SKILLS

- WordPress & WooCommerce: Development, maintenance, updates, custom themes, plugin integration
- Front-End: HTML5, CSS3, Responsive Design, Media Queries, jQuery, Basic JavaScript
- Tools: Elementor, Chrome DevTools, Canva, Microsoft Office Suite
- Design: Basic Photoshop & Illustrator, graphic integration for HTML emails
- Other Skills: Performance optimization, cache management, debugging, content updates, QA & testing

PROFESSIONAL EXPERIENCE

WordPress Developer - Jessa Cosmetics

September 2025 - Present

- Built and managed a professional WooCommerce website, handling full development and e-commerce functionality.
- Implemented product listings, shopping cart, checkout, and payment features.
- Ensured responsive design for desktop and mobile devices.
- Optimized site performance and handled plugin configurations.

WordPress Developer - Jack & Jo Designs | Calgary, AB

May 2025 – Present

- Built and maintained a full virtual staging website offering client payments and service orders.
- Configured and customized WooCommerce for digital/virtual services, payment processing, and order workflows.
- Developed responsive layouts from mockups using custom CSS, HTML, and media queries.
- Managed plugin integrations, updates, caching, website performance, and debugging.
- Ensured mobile-first design, cross-browser compatibility, and optimized front-end performance.

WordPress Developer - Jackson Group Canadian Immigration Solutions

June 2023 – May 2025

- Independently built and managed the full WordPress website.
- Implemented a booking consultation system using Neetocal plugin.
- Ensured responsive design across all pages and integrated dynamic components using CSS and JavaScript.
- Managed hosting, content updates, error fixes, and plugin configurations.
- Improved user experience through layout restructuring and mobile responsiveness.
- Monitored performance metrics and applied optimizations.

PROJECTS

Estate Rise

- A modern WordPress real estate template website featuring customizable property sections, responsive layouts, and an integrated mortgage calculator to enhance user experience.

Ask Denise Portfolio

- WordPress portfolio site with GSAP animations, showcasing creative work and project presentation.

Quiksery App

- WordPress e-commerce project for a grocery delivery service (project purpose only). Designed and developed a fully functional online store with product categorization, seamless navigation, secure customer/admin login, WooCommerce and Stripe integration for online payments, real-time order processing, and the ability for users to install the web app on their devices.

Viven App

- Dynamic social media platform built with WordPress, designed for real-time interaction, content sharing, and community engagement. Features include user registration, login/logout, customizable profiles, activity feeds, private messaging, content posting, and notifications. Fully responsive and optimized for desktop and mobile devices.

EDUCATION & CERTIFICATIONS

- Social Media Marketing – HubSpot Academy
- Front-End Development Libraries – freeCodeCamp
- Responsive Web Design – freeCodeCamp
- HTML Email Mastery – Udemy

LANGUAGES

- English: Fluent

PROFESSIONAL QUALITIES

- Strong attention to detail and code quality
- Autonomous and able to manage full development cycles
- Effective at problem-solving and spotting issues early
- Excellent communication and teamwork skills
- Able to handle multiple projects and tight deadlines
- Organized and proactive in improving workflows and processes