

JOELLEN ENRIQUEZ

WORDPRESS DEVELOPER

Calgary, AB, Canada

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 - Jean Enriquez - Customer support & Sales specialist

March 2026 - Present

- Custom page layout and design implementation
- Mobile-responsive optimization across all devices
- UI improvements for clean and modern visuals
- Optimized site performance and handled plugin configurations.
- Content structuring for better usability

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

CCG

- Developed a responsive landing page for Crazy Carabao Gym using HTML, SCSS, and JavaScript. The project focuses on clean structure, modern styling, and smooth user interactions, ensuring optimal performance and seamless experience across all devices.

Jessa Cosmetics

- A custom WordPress eCommerce website for Jessa Cosmetics, powered by WooCommerce and Elementor, designed to be responsive and easy to navigate.

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