

Gerald Cacho

WEB DEVELOPER | DESIGNER

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Objective

To leverage my extensive experience in web development with CMS platforms and my knowledge of SEO and graphic design to create and maintain high-performing, user-friendly websites that drive engagement and meet clients' needs.

Experience

Cloudstaff (Client: TheHypeSociety) - Web Developer **Nov 2022 – July 2024**

- Enhanced and developed WordPress websites using Elementor, WPBakery, and Gutenberg, improving speed and engagement by 25%-30%, and customized WooCommerce stores for better e-commerce functionality. Utilized Advanced Custom Fields (ACF) for dynamic content management.
- Managed various CMS platforms like Wix and Squarespace, ensuring smooth operation and handling content dynamically.
- Boosted website performance through regular monitoring, updates, and the development of responsive solutions with HTML, CSS, JavaScript, and PHP, resulting in reduced downtime.
- Implemented SEO strategies with digital marketing teams to increase organic traffic and designed email marketing templates that improved open and click-through rates.

Emapta (Client: Canningvale) - Senior Graphic Designer **May 2022 – Sep 2022**

- Helped create branding guidelines for a consistent visual identity.
- Designed digital content such as EDMs, web banners, and social media graphics to boost visibility.
- Produced print-ready artwork and performed photo retouching and colour correction.

CloudStaff (Client: Virtunet) - Senior Software Engineer **Oct 2021 – Feb 2022**

- Developed custom WordPress themes and plugins, improving website functionality.
- Handled front-end and back-end development for a robust web solution.
- Managed the web server and provided technical support, ensuring high uptime.

Freelance - Web Developer | Graphic Designer | UI/UX Designer **May 2017 – Oct 2021**

- Designed and developed websites on CMS platforms like WordPress, Shopify, and Webflow, improving user accessibility and client portfolios.
- Managed server operations and security, ensuring optimal performance and stability.
- Created visual assets and multimedia content, such as logos and animations, to enhance brand identity and engagement.

GulfStar - Graphic Designer | Desktop Publisher

Oct 2018 – Dec 2020

- Redesigned and maintained the corporate WordPress site, improving user interface and experience.
- Developed proposals and templates, and managed a library of charts and infographics.
- Created marketing materials, including brochures and social media content, to enhance brand visibility.

Blocks Real Estate - Web Developer | Designer | Digital Marketing

Sep 2017 – Oct 2018

- Designed and managed internal WordPress websites, improving content delivery efficiency.
- Created and executed social media strategies, growing followers by 30-40%.
- Implemented SEO strategies, boosting site visibility and search engine rankings.

ZIMI Tech - Front-End Developer

Sep 2015 – May 2017

- Designed and developed WordPress and custom web prototypes, enhancing user interfaces.
- Created logos, images, animations, and banners for diverse web projects.
- Optimized website speed and SEO, boosting organic traffic by 40-45%.

Optimize Web Solutions - Web Developer | Webmaster

Feb 2014 – Aug 2015

- Designed and developed custom WordPress themes for a seamless user experience.
- Managed server infrastructure, ensuring high uptime and security.
- Performed website updates, backups, and troubleshooting for smooth operation.

Education

University of Baguio – Philippines | Bachelor of Science in Information Technology

2015

Major: Software Development

University of Baguio – Philippines | Associate in Computer Technology

2012

Major: Multimedia & Web-Design

Skills & abilities

- **Web Development:** WordPress, PHP, JavaScript, CSS, HTML, Webflow, Shopify, Wix, Next.js
- **Design Tools:** Adobe Creative Cloud (Photoshop, Illustrator, XD, InDesign), Figma, Balsamiq
- **Server Management & Version Control:** WHM, cPanel, Git, Bitbucket
- **SEO & Analytics:** Google Analytics, Google Ads, SEMrush, Ahrefs, Yoast SEO
- **Productivity & Collaboration:** MS Office, Google Workspace, Slack, Asana, Trello, ClickUp