

ALEXANDER TORO

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Results-driven WordPress & WooCommerce specialist with 10+ years owning the full product lifecycle—from discovery and UX through development, launch, and growth. I craft custom themes/plugins and scalable page-builder systems (Bricks, Elementor, Brizy, Divi, Zion), optimize Core Web Vitals and technical SEO, and harden security. Using GA4, Google Tag Manager, Looker Studio, and Search Console, I turn user behavior into roadmaps and dashboards that improve conversion rate and organic visibility. Trusted partners to designers, marketers, and stakeholders; calm under pressure, detail-oriented, and accountable.

PROFESSIONAL EXPERIENCE

WordPress Developer, Next Level Web | Oct 2019 – Present

- Built and maintained high-performance WordPress sites (Bricks, Elementor, Brizy, Divi, Zion, WPBakery); delivered custom themes, plugins, and CPT/ACF architectures.
- Implemented end-to-end WooCommerce (catalog, checkout, payments, taxes, shipping) and tailored themes for fast, usable stores.
- Configured GA4 + GTM (tags, triggers, variables) and Search Console; defined custom events/conversions and built Looker Studio dashboards for revenue, conversion rate, and CTR tracking.
- Conducted SEO/UX audits and prioritized backlogs/experiments that improved Core Web Vitals and user journeys.
- Collaborated with designers and marketers, managed client changes requests, and supported Shopify page/collection updates as needed.

Web Development Project Manager, IPROGRESSIVWEB | Jan 2014 – Sep 2019

- Translated customer requirements into scalable end-to-end web solutions delivered on time and within budget.
- Built and launched WordPress sites with custom themes/plugins; implemented modern JS/PHP/HTML/CSS features.
- Developed PHP/JavaScript web applications and integrations to extend site functionality and reduce support needs.
- Managed a cross-functional team across two countries; bilingual communication with clients and internal stakeholders.
- Oversaw technical and on-page SEO to improve visibility and site performance.

ADDITIONAL EXPERIENCE (LATAM)

Web Project Manager, Ceomarketing S.A.S | Feb 2013 – Dec 2013

- Planned, designed, and built WordPress solutions across LATAM; led development team, SEO strategy, and workflow optimization.

Systems Engineer, Visual Agencia | Jul 2011 – Jan 2013

- Engineered IT infrastructure; managed servers (backup, recovery, patching) and performance monitoring.

Systems Engineer Intern, EPMSCC | Sep 2010 – May 2011

- Conducted R&D on programming tools; built an internal information platform to improve process efficiency.
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EDUCATION & CERTIFICATIONS

- **B.S., Systems and Computer Engineering** — University of Quindío, Colombia
- **Customer Service Certificate** — SENA (2007)
- **Graphic Design coursework:** Photoshop, CorelDraw, PageMaker (2001)
- **Udemy:** Google Analytics 4, Google Tag Manager and Microsoft Clarity (2025), The complete Conversion Rate Optimization course (2020), Load Wordpress 400% (2020), Super Secure WordPress (2020), Wordpress SEO (2018).

SKILLS

Technical Skills

- WordPress, WooCommerce, (Bricks, Elementor, Brizy) GA4, GTM, Google Search Console, Microsoft Clarity, HTML/CSS, SQL, SEO, Linux, Adobe.

Soft Skills

- Communication, Problem-Solving, Time Management
- Languages: Spanish (Native), English (Advanced)