CHRISTIAN UBALDO

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PROFESSIONAL SUMMARY

WordPress and Shopify developer who builds and runs e-commerce stores, business websites and landing pages for US businesses and Philippine government and private clients. Works across Shopify (Liquid, Shopify CLI, custom apps), WordPress (Elementor, Beaver Builder, WooCommerce), BigCommerce and GoHighLevel, with PHP and CakePHP for custom builds. Applies on-page SEO and page-speed work to every project.

PROFESSIONAL EXPERIENCE

WordPress Developer Lead, BCP Holdings

- Build and maintain WordPress websites with Elementor for BCP Holdings, including the Lufkin Concrete Pros lead-generation site for a Texas contractor.
- Bring more leads, faster pages and better search rankings to the sites through ongoing on-page, local SEO and speed work.
- Run full SEO across around 5 sites, covering backlinks and AEO (answer engine optimization) alongside content and technical upkeep.

E-commerce Specialist, The Business Connect Hub

- Build and run Shopify stores, handling store setup, product uploads, app installs and marketing for each brand.
- Improved sales, site speed and integrations across 3 e-commerce stores: AE Greek, The Business Connect Hub and Ouftur.
- Set up Google Search Console, Google Analytics, Google Ads and Meta integration and ads to track and support store growth.

IT Manager, The Aeternum Company

- Run the Shopify store for an anti-aging and longevity supplement brand, covering theme work, product catalog and daily site operations.
- Built a custom Shopify discount app with Shopify CLI and Functions (Rust/WebAssembly) for Buy 2 and Buy 3 tiers, subscription pricing and campaign codes.
- Manage company IT and the WooCommerce EU storefront, plus weekly Klaviyo campaigns and flows and the Tapcart mobile app.

E-commerce Specialist, Bony Levy

- Managed 3,000+ jewelry product listings on the BigCommerce store of a fine-jewelry brand, handling updates, optimization and SEO.
- Improved mobile responsiveness and site optimization, and built Klaviyo email flows to support repeat customers.
- Created Amazon listings, designed the brand's Amazon storefront layout and visuals, and handled dropshipping on Nordstrom and Nordstrom Rack.

Website Developer, Kashmer Interactive, LLC

- Built WordPress websites and landing pages with Elementor, designing layouts, assembling pages and launching them for clients.
- Launched 10+ WordPress sites and optimized them for search and speed, bringing clients more traffic.
- Served clients in the SEO industry, delivering sites ready for their own search campaigns.

WordPress Website Developer, BlueSpot Advertising, LLC

- Built WordPress sites with Elementor and Beaver Builder, plus iConnect Hub, a GoHighLevel-based PWA for campground businesses.
- Boosted performance and search visibility by up to 30% on SEO-optimized campground websites, with 19 GoHighLevel guest hub apps live.
- Led WordPress development, built a telehealth landing page with Beaver Builder, and maintained GoHighLevel CRM for marketing automation.

Software and Web Developer, MyCreativePanda

- Engineered software applications in PHP and CakePHP for private sector clients, including the Bislig eBIS barangay information system.
- Improved operational efficiency by 30% and cut development costs by 20% through reusable code and standard workflows.
- Delivered 10+ mobile-responsive WordPress websites for government agencies and managed the full-stack lifecycle from planning to deployment.

Junior IT – Website Management, MGHS Services

- Assisted with IT operations, including system maintenance, user support and management of the company WordPress website.
- Resolved hardware, software and network issues in coordination with staff.
- Maintained website content and functionality, and supported IT documentation, asset tracking and process improvements.

EDUCATION

Bachelor of Science in Information Technology
Tarlac State University

- Specialization in Web and Mobile Application.
- Thesis: "Online Business Solution for JJAG Meat Trading".

SKILLS

- **E-commerce & CMS:** Shopify, Shopify Plus, Shopify app development, Shopify theme customization, Metafields, Checkout customization, Liquid, Shopify CLI, WordPress, Custom WordPress themes, Custom WordPress plugins, ACF, Gutenberg, WooCommerce, BigCommerce, GoHighLevel, Elementor, Beaver Builder, YOOtheme, Klaviyo, Amazon Seller Central, Gravity Forms, Astra, Shopify Functions, Shopify app extensions
- **E-commerce operations:** Product listings, Inventory management, Email marketing, Conversion rate optimization / CRO, Google Ads, Meta Ads
- **Development:** PHP, Laravel, CakePHP, MySQL, JavaScript, React, Next.js, AngularJS, HTML, CSS, Tailwind CSS, Bootstrap, REST API, API integrations, Git, GitHub, Python, jQuery, Firebase, Cloudflare Workers, PWA, Rust, WebAssembly, Preact, GraphQL
- **SEO & analytics:** On-page SEO, Page speed optimization, Google Analytics, Google Search Console, Yoast SEO, Google Tag Manager, WP Rocket
- **Design:** Figma, Canva
- **Other Skills:** Project and website management, Site migrations and hosting setup, IT support, GoHighLevel marketing automation

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CERTIFICATIONS

Civil Service Eligibility (Civil Service Commission); Certified Web Professional (MGHS Services); Certified Search Engine Optimizer (MGHS Services); Cisco Certified Network Associate 1 (Cisco Networking Academy); Cisco Certified Network Associate 2 (Cisco Networking Academy)

LANGUAGES

English (Advanced, C1), Filipino, Ilokano

ADDITIONAL INFORMATION

- **Portfolio:** christianubaldo.com: 56 projects, including BlueSpot Guide (bluespotguide.com), AE Greek (aegreek.com), Bony Levy (bonylevy.com), DevotedDoc Suboxone (devoteddoc.com/suboxone)
- **Awards:** Cum Laude, Tarlac State University (GWA: 1.48)