

JAFET PRIETO GONZALEZ

WORDPRESS / SHOPIFY DEVELOPER

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PROFILE SUMMARY

With 10 years of experience in web development, I have crafted a diverse range of websites and applications for both national and international companies. My expertise spans various industries, including information security, real estate, digital marketing and software development.

SKILLS

HTML + CSS



JavaScript



PHP



WordPress



SASS + LESS



Git



Laravel



Python



React JS



Liquid (Shopify)



MySQL



UX /UI



WORK EXPERIENCE

GoodAgency - Tech Lead (2024 - 2025)

- Manage 80+ sites (several e-commerce).
- Lead development department and improve efficiency processes.
- Collaborate with marketers and designers to bring ideas to live.

Starke Marketing - Web Developer (2021 - 2024)

- Manage large Woocommerce websites, overseeing their performance, security, and scalability.
- Architect and develop robust Shopify applications to integrate custom features.
- Maintain and develop several e-commerce sites as well as implement automations for sales.

Grupo 4s Real Estate - Web Developer - Data analysis (2019 - 2021)

- Develop custom WordPress themes and plugins for real estate projects.
- Implement third party e-commerce API tools for Woocommerce.
- Contribution to the development of a CRM and property listings platform.

iMexico Real Estate - Web master (2017 - 2019)

- Develop automation solutions for routine workflow tasks.
- Manage website and CRM integration.
- Implement advanced custom fields and custom post types to enhance WordPress capabilities

Inspired eLearning - eLearning Developer (2016 - 2017)

- Develop and customize interactive online courses, primarily focused on information security.
- Leverage provided assets to create visually engaging and informative course content.
- White-label courses for clients, tailoring elements like gamification points and quizzes.

True Consulting - Web Developer jr. (2015 - 2016)

- Run Google Ads campaigns to drive targeted traffic and qualified leads to the website.
- Create and maintained website content, such as new inner pages and updating existing content.

EDUCATION AND LANGUAGES

Bachelor's degree

- UVEG (2017 -2019)
- UT Riviera Maya (2015 - 2017)
- Spanish - Native
- English - Advanced
- Portuguese - Advanced