

Brandon Daniel Rojas Lameda

Web Developer · Remote

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SUMMARY

Web developer with 10+ years of experience delivering high-performance WordPress sites, landing pages, and custom web applications for real estate, media, and local business clients. Proven track record of generating 10,000+ leads per campaign, improving Core Web Vitals scores, and maintaining 99%+ uptime across multiple production environments. Experienced in live security incident response. Open to remote roles with US-based teams.

EXPERIENCE

Webmaster

DiBou Media Inc. · Full-time · Remote (Puerto Rico) · Sep 2020 – Present

- Manage and maintain **15+ active WordPress client sites** across real estate, media, and services verticals.
- Engineered landing pages for real estate project launches averaging **10,000+ leads per campaign**.
- Reduced average page load time by **40%+** through script deferral, image optimization, caching, and CDN configuration — directly improving Google Core Web Vitals scores.
- Achieved and maintained **99%+ uptime** across all managed production environments through proactive server health monitoring (CPU/RAM) and dependency management.
- Increased organic search visibility through on-page SEO audits and structured data implementation across multiple client sites.
- Neutralized a live DDoS attack by deploying Cloudflare WAF rules, rate limiting, and IP blocking — **full site recovery with zero data loss**.

Web Developer

MarketingFino · Full-time · Barquisimeto, Venezuela · Aug 2018 – Dec 2020

- Delivered **10+ WordPress sites and landing pages** for real estate clients, focusing on lead capture and conversion.
- Contributed UI components to an AngularJS-based page builder platform used internally for client campaigns.
- Developed an offline payment audit module: screenshot-based payment uploads stored to database, enabling manual reconciliation and reducing billing disputes for the client's finance team.

Web Developer

Marcovich Solutions · Full-time · Barquisimeto, Venezuela · May 2015 – Aug 2016

- Built informational and real estate websites using Joomla and WordPress for local business clients.
- Delivered full project lifecycle: requirements gathering, development, deployment, and client handoff.

Technology Assistant (Internship)

Natulac · Barquisimeto, Venezuela · Aug – Nov 2019

- Supported internal web operations and digital tooling.

PROJECTS

Grupo IDSI · grupoidsi.com — Founder. Web agency offering landing pages, digital catalogs, and corporate sites for local businesses in Venezuela. End-to-end ownership: client strategy, design, development, and deployment.

SKILLS

Front-End: HTML5, CSS3, Tailwind CSS, JavaScript, jQuery, Vue.js, Astro

Back-End: PHP, Laravel, REST API Development

CMS & E-commerce: WordPress, WooCommerce, Custom Themes, Plugin Development, Performance Tuning

Infrastructure: Cloudflare, cPanel, Git, GitHub, Linux

SEO & Analytics: On-page SEO, Core Web Vitals, Google Analytics 4, Google Search Console, Google Business Profile, Local SEO

Other: Data Scraping, Web Performance Optimization, DDoS Mitigation, Form Systems

EDUCATION

B.S. in Systems Engineering · UNEFA, Barquisimeto, Venezuela · 2013 – 2020

LANGUAGES

Spanish — Native · English — Professional working proficiency (B1–B2)