

# Carlos Gabriel Reina Jimenez

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## WEB MASTER | WORDPRESS • SEO • DATA ANALYST

I have over two years of experience in web development, with a strong focus on WordPress. In my freelance jobs, I developed WordPress sites to showcase my portfolio. I have solid skills in HTML, CSS, and JavaScript. I understand WordPress's event-driven lifecycle and have experience with hooks and filters. I also have a good grasp of parent-child theme relationships and best practices. I am comfortable troubleshooting and resolving WordPress issues. I keep up with updates and emerging technologies to ensure my work is current. I am detail-oriented and write clean, maintainable code. I look forward to discussing how my skills can contribute to your team.

### WORK EXPERIENCE

#### Freelance

WordPress Designer and SEO

Bogotá, Colombia

Jun 2022 – Currently

- I have created websites with **WordPress, WooCommerce, Elementor**.
- I have implemented the best plugins: **WP Rocket, Wordfence Security, Yoast SEO**.
- I have connected the website to **Google Analytics** and created events tagging them using **Google Tag Manager**.
- Improved metrics in one month such as: Organic Traffic (+5.1%), Average CTR (+20%) or Average Session Duration (+18.5%)
- Implemented strategies like: Image size reduction, Optimization of product categories, Broken links fixing, Landing page design improvement and/or Improvement of internal navigation.
- Developed my website in WordPress to show my portfolio web. I implemented my web design skills and programming skills to create this small but very informative website: **carlosreinadata.com**

#### Neo Attack

Jr. Web Master and SEO

Bogotá, Colombia

Jul 2020–Jun 2022

- Monitoring and analyzing website traffic, rankings, and user behavior using **Google Analytics (GA4), Google Search Console (GSC) and Google Keyword Planner**.
- Technical and On-Page Audit (Crawlers) using SEO tools like **SEMrush, Screaming Frog and Ahrefs**.
- Run website performance tests.
- Maintained website appearance and updates for about 15 sites throughout these 2 years

#### Teleperformance

Customer Service Advisor and Manager

Bogotá, Colombia

Feb 2020–Jun 2023

- Preparing and analyzing reports to improve customer satisfaction using Google Sheets.
- Ticketing systems: Zendesk and Jira.

### EDUCATION

#### Iberoamericana Univerity

Data Science Engineering

Did not finish

**CoderHouse:** Wordpress, HTML, CSS, Python, JavaScript

**Udemy:** SEO, SQL, Excel, PowerBI

### REFERENCES

#### Gabriela Ruiz

SEO Director

+57 315 310 0637

#### Dimas Bueno

Project Manager

+34 627 28 92 91

### ADDITIONAL SKILLS

- Data Analytics using Excel, SQL, and Power BI.
- Spanish (Mother tongue) and English Advanced.