



Luis D. Guerra

Front-End Web & HTML Email Developer

PROFILE SUMMARY

Dynamic developer with 3+ years of experience building responsive websites and email templates. Specializes in WordPress theme customization, Shopify store development, and crafting pixel-perfect HTML emails for cross-client compatibility. Combines technical skills in HTML/CSS, JavaScript, and CMS platforms with a keen eye for UX/UI design. Recently certified in HTML Email Development with hands-on experience in MJML, Litmus testing, and ESP integration (Mailchimp, Klaviyo). Passionate about merging code precision with creative solutions to drive engagement and conversions. Experienced in designing and managing e-commerce sites, ensuring seamless functionality across devices while driving traffic and conversions. Passionate about delivering user-centric solutions and continuously improving web experiences through data-driven insights and the latest industry trends.

KEY HIGHLIGHTS

- **HTML Email Specialist:** Builds responsive, accessible email templates using HTML/CSS, MJML, and Litmus testing, with ESP integration (Mailchimp, Klaviyo).
- **Certified Expertise:** Professional certifications in HTML Email Development, Front-End Engineering, PHP, SEO, API Design, and Google Analytics 4 (GA4) Essential Training.
- **Web Development Proficiency:** Skilled in developing custom WordPress themes and Shopify stores, with a focus on responsive design and user experience.
- **E-commerce Specialist:** Successfully designed and managed Shopify and WordPress e-commerce websites, driving sales conversions through engaging content and optimized performance.
- **SEO & Analytics:** Proven experience implementing SEO strategies and leveraging Google Analytics to enhance visibility, traffic, and conversions.
- **Creative Content Management:** Developed visually appealing websites using Elementor, Canva, and custom graphic design to align with brand objectives and enhance user engagement.
- **Strong Technical Skills:** Proficient in HTML, CSS, JavaScript, React, and Git, optimizing web project integration for seamless user experiences.
- **Cross-Device Optimization:** Applied responsive design principles to ensure optimal performance and user experience across desktops, tablets, and mobile devices.

WORK EXPERIENCE

Implementations Specialist (Remote Contractor)

DealerOn | Jan 2025 – Apr 2025

- Built and launched 50+ client websites using DealerOn's proprietary CMS, ensuring compliance with OEM and state regulations.
- Applied HTML to update and troubleshoot website layouts, fixing rendering issues and improving mobile responsiveness.
- Managed 15+ concurrent projects, coordinating with Project Coordinators and third-party vendors to meet strict deadlines.
- Processed new orders for websites, SEO, and SEM campaigns, ensuring accurate setup in the CMS.
- Trained on product updates to implement new features like dynamic contact forms and real-time inventory feeds.
- Audited websites pre-launch, verifying content accuracy, branding consistency, and compliance with dealership requirements.

CONTACT

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EDUCATION

Professional Certificate in Front-End Engineering

Codecademy, New York, NY | 2023 – 2024

Completed Content Management Systems Courses

CodingPhase, New York, NY

TECHNICAL SKILLS

Email Development: MJML, Litmus, Email on Acid, Mailchimp, Klaviyo, CSS Inliner

Web Development: WordPress, Elementor, Shopify, WooCommerce, HTML5, CSS3, JavaScript, jQuery

CMS/Platforms: Salesforce CMS, WordPress Dashboard, Shopify Admin

Design/Productivity: Adobe Creative Suite, Canva, Figma, Slack, Trello, Microsoft Office

Testing/Analytics: Google Analytics, PageSpeed Insights, Hotjar, BrowserStack

CORE COMPETENCIES

- HTML Email Development
- Responsive Email Coding
- Litmus/Email on Acid
- Mailchimp/Klaviyo
- Web Development
- WordPress Development
- Shopify Development
- Front-End Engineering
- E-commerce Solutions
- Custom Theme Development
- Content Management Systems (CMS)
- Search Engine Optimization (SEO)
- Google Analytics 4 (GA4)
- API Design
- HTML
- CSS
- JavaScript
- React
- Responsive Design
- User Experience (UX)
- Graphic Design
- Elementor
- Canva
- Git Version Control

Freelance Web Developer | Content Manager

Hillsborough, NJ | 2023 – Present

- Developed and maintained dynamic websites using WordPress and Shopify, ensuring seamless performance, functionality, and design consistency across devices.
- Built and customized WordPress themes from scratch, optimizing content through Elementor to enhance visual appeal and improve user interaction.
- Implemented Shopify CMS to create an e-commerce store, customizing plugins and themes to deliver a highly responsive and user-friendly online experience.
- Applied SEO best practices to increase organic search visibility, driving traffic and conversions for clients.
- Utilized Canva to design compelling graphics, visual content, and landing pages that aligned with brand objectives and improved customer engagement.

Shopify Webpage Development

Hillsborough, NJ | 2023 – Present

- Developed and customized a Shopify e-commerce store, utilizing Shopify's CMS to create a smooth and engaging user experience.
- Implemented responsive design techniques for optimal performance across desktop, tablet, and mobile devices.
- Designed engaging content, including product listings and visuals, to increase conversion rates and drive sales.
- Configured Shopify plugins and applications to enhance functionality and integrate with third-party tools.

WordPress Store Development

Hillsborough, NJ | 2023 – Present

- Led the end-to-end development of a WordPress e-commerce site, from theme customization to plugin installation and backend setup.
- Designed intuitive product pages and integrated SEO strategies to improve search rankings and visibility.
- Delivered a fully functional, visually appealing online store within three months, expanding my portfolio of WordPress projects.

Personal Portfolio Development

Hillsborough, NJ | 2023 – Present

- Created a personal portfolio website using WordPress, HTML, CSS, and JavaScript to showcase professional projects, technical skills, and web development capabilities.
- Incorporated engaging visuals and interactive elements to create an immersive user experience.
- Optimized the portfolio for mobile responsiveness and SEO to attract potential employers and clients.

OTHER WORK EXPERIENCE

Municipal Court Officer

New Brunswick | 2007 – Present

UPS Driver

Bound Brook, NJ | 2005 – 2007

Municipal Court Officer

New Brunswick, NJ | 2000 – 2005