



Luis D. Guerra

WordPress Developer | Front-End Web & HTML Email Developer

PROFILE SUMMARY

Technically-driven Developer and Local SEO Specialist with 4+ years of experience designing, developing, optimizing, and managing high-performing websites for small businesses, contractors, and service-based organizations. Founder of Maxella Web Designs, delivering custom WordPress and Elementor solutions that improve online visibility, user experience, and lead generation. Skilled in responsive web development, technical SEO, website performance optimization, conversion-focused design, and client relationship management. Experienced with WordPress, WooCommerce, HTML, CSS, JavaScript, GA4, Google Search Console, and modern SEO platforms. Currently expanding expertise in Artificial Intelligence technologies and automation to help businesses improve digital marketing performance and operational efficiency.

KEY HIGHLIGHTS

- Founded and operate Maxella Web Designs, providing custom WordPress website development and Local SEO services for small businesses throughout New Jersey.
- Successfully manage the complete website lifecycle, including discovery, planning, design, development, launch, hosting, maintenance, and ongoing optimization.
- Develop conversion-focused websites that improve user engagement, lead generation, and customer acquisition through strategic UX/UI design.
- Implement Local SEO strategies utilizing Google Search Console, Google Analytics 4, Ahrefs, Rank Math, and Local Falcon to improve search visibility and local rankings.
- Build responsive WordPress and WooCommerce websites optimized for mobile performance, speed, accessibility, and SEO best practices.
- Create locally targeted content strategies and service-area pages that enhance organic search performance and support business growth.
- Currently pursuing AI certifications and expanding expertise in AI-powered content creation, workflow automation, and digital marketing technologies.

WORK EXPERIENCE

Maxella Web Designs | Founder & WordPress Developer

Hillsborough, NJ | September 2025 – Present

- Founded and operate a web design and Local SEO agency serving small businesses, contractors, and service-based organizations throughout New Jersey.
- Design, develop, launch, and maintain custom WordPress and Elementor websites focused on lead generation, user experience, and business growth.
- Manage the complete project lifecycle including client discovery, requirements gathering, content planning, design, development, testing, deployment, hosting, maintenance, and technical support.
- Build SEO-optimized service pages and local content strategies utilizing Google Search Console, Google Analytics 4, Ahrefs, Rank Math, and Local Falcon.
- Implement technical SEO best practices including site architecture improvements, metadata optimization, schema markup, internal linking, and page-speed enhancements.
- Develop mobile-responsive websites with conversion-focused layouts, clear calls-to-action, contact forms, trust signals, and optimized user journeys.
- Troubleshoot website issues, plugin conflicts, hosting configurations, and WordPress maintenance requirements to ensure optimal performance and uptime.
- Prepare proposals, manage client communications, provide project updates, and deliver ongoing post-launch support and website enhancements.

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

SEO & Analytics: Local SEO, Technical SEO, On-Page SEO, Google Analytics 4 (GA4), Google Search Console, Ahrefs, Rank Math SEO, Local Falcon, Keyword Research

AI & Automation: ChatGPT, Claude, Gemini, AI Content Workflows, Prompt Engineering, AI-Assisted Content Development

CORE COMPETENCIES

- WordPress Development
- HTML Email Development
- Responsive Email Coding
- Litmus/Email on Acid
- Mailchimp/Klaviyo
- Web 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

Implementations Specialist (Remote Contractor)

DealerOn | Jan 2025 – Apr 2025

- Built and launched 50+ client websites utilizing DealerOn's proprietary CMS platform while ensuring OEM and regulatory compliance.
- Applied HTML, CSS, and CMS customization techniques to resolve website issues and improve mobile responsiveness.
- Managed 15+ concurrent implementation projects while coordinating with internal teams and external stakeholders.
- Configured website, SEO, and SEM campaign setups while maintaining data accuracy and project quality standards.
- Conducted pre-launch quality assurance audits to verify content accuracy, branding consistency, functionality, and compliance requirements.

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