

JESUS VASQUEZ

Senior WordPress Developer — custom plugins, migrations, WooCommerce, performance & security

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SUMMARY

WordPress developer since 2011 with 60+ client sites and a custom application platform for senior-living communities, in production for years. Moved a high-traffic insurer's marketing content from Prismic to WordPress on my own, then onto Contentful with a hand-written parser. Brings enterprise habits most WordPress developers lack: strict typing, CI, Playwright tests, accessibility, Core Web Vitals and security incident response.

EXPERIENCE

Sole Developer — senior-living wellness platform (contract via 27 Colab)

2019 – present

Healthy-aging platform for senior-living communities · seven-year client relationship, ongoing

- Sole developer since 2019 of a WordPress + Gravity Forms platform for senior-living communities, used by residents, coordinators and corporate admins; seven-year client relationship, still active.
- Built a scored wellness assessment: 45 statements across five wellbeing components, three score bands, one question per page with dark-mode and large-font options, implementing the client's scoring spec.
- Built a personalised content recommendation engine driven by the assessment: each answer maps to a beginner, intermediate or advanced level, filtering articles, videos and podcasts through custom taxonomies, with per-member settings.
- Rebuilt slow report generation as a plugin with a nightly WP-Cron benchmark cache, so feedback reports never scan every entry at render time.
- Built an assessment and PDF reporting module: assessment capture, age- and gender-based norms, per-resident and community PDF reports with charts, and a WP-CLI migration of historical records.
- Built account operations tooling: duplicate-account merge (REST + WP-CLI), Manage Users overhaul with scoping and pagination, corporate community switcher, CSV bulk user import.
- Built signed-token single sign-on over the WordPress REST API so residents open the platform inside a partner's iOS app, later replacing cookies to fix Safari tracking prevention.
- Led a WordPress security incident response: removed a backdoored plugin, contained a hijacked account, closed an SQL-injection pattern and plaintext-password logging, and upgraded core from 5.8 to 7.1.
- Migrated a production WordPress platform from GoDaddy to Cloudways with a domain rebrand, then ran an emergency end-of-life server move with user and assessment data sync.
- Added Playwright smoke and security-regression tests to a legacy WordPress platform, per role and refusing production, after an incident.

Spot Pet Insurance — Front-End Engineer

Jul 2022 – Aug 2026

Pet insurance, US & Canada · quote funnel, marketing site, React Native member app · remote

- Lead contributor, #1 of 14 engineers on Spot Pet Insurance's US/Canada quote-and-purchase funnel (949 commits) and #1 of 12 on the marketing site (664), each roughly 2.5× the next engineer.
- Migrated Spot Pet Insurance's marketing content from Prismic to WordPress on my own (2022), giving SEO and marketing self-serve page publishing.
- Took part in moving ~2,000 pages (~1,800 articles, ~200 breed pages) from WordPress to Contentful; wrote the HTML-to-rich-text parser by hand, before AI coding tools.
- Ran a Core Web Vitals programme on a high-traffic insurance site: fetchpriority on hero images, reserved CTA space against layout shift, long-life cache headers, and a homepage payload cut.
- Owned technical SEO for US and Canadian sites: categorised sitemaps, redirect pruning, hreflang and canonical policy, organisation, breadcrumb, FAQ and InsuranceAgency structured data.
- Remediated accessibility across web and app: assistive-technology semantics, discernible control names, contrast, keyboard operability, modal and focus management.
- Authored and maintained Playwright end-to-end suites for the funnel and marketing site (sitemap, navigation, schema, coverage flows) and triaged CI shard failures.
- Rolled out GA4 site-wide with Google Consent Mode v2 defaults ahead of an Osano consent-platform launch across the funnel, marketing site, member app and Webflow landing pages.

South Florida · independent studio serving small and mid-size businesses

- Built and maintained 60+ client websites since 2011: custom themes, WooCommerce, Gravity Forms, ACF, hosting, DNS, SSL and SMTP for South Florida small businesses.
- Built two B2B WooCommerce auto-parts stores with 7,600+ products each from harvested supplier data: OEM cross-references, fitment titles, dealer price groups, PayPal and Puerto Rico shipping rules.
- Built a WooCommerce business-card ordering portal for an insurance agency network, with design options and photo upload feeding print production; 41 orders in its first two weeks.
- White-label WordPress developer for two Miami agencies, delivering eight client sites including a medical-lab build to spec and a store-locator fix.
- Migrated a print shop's client websites from its cPanel accounts to the owner's hosting, triaging broken installs along the way (2016).
- Moved a Miami DJ company to #1 on Google for a local high-intent search term with on-page and local SEO (self-checked, March 2014).
- Launched a WooCommerce membership store for a senior-wellness education program: registration and order emails, promo codes and Mailchimp automation (2020).
- Ran franchise sign projects end to end as the contractor (design, landlord approval, permits, fabrication, install), including ten completed clinic rollouts and two restaurant locations for a South Florida franchise sign program.
- Built, solo, a real-time bilingual AI phone receptionist for a Miami commercial real-estate brokerage, live in production since April 2026: Twilio Media Streams → Deepgram → Claude (tool use) → ElevenLabs.

SKILLS

- WordPress core, custom themes and plugins, mu-plugins, ACF, WooCommerce, Gravity Forms (+ Perks), Elementor, Divi, REST API, WP-CLI, Lando
- PHP, JavaScript ES6+, React, Next.js, HTML/CSS, MySQL/MariaDB
- CMS migrations (Prismic, WordPress, Contentful), Core Web Vitals, technical SEO, WCAG accessibility
- Cloudways, DigitalOcean, Linux, GitHub Actions, Playwright, security hardening and backups

EDUCATION & CREDENTIALS

McFatter Technical College, Davie, FL — Business Computer Programming (2012) · Multimedia Design Technology (2011).

Adobe Certified Associate: Photoshop, Premiere Pro (2011). Industry advisory committee member, county technical colleges' web programmes (2016–2019). Self-study: AWS, LLM and agent engineering.