

Noel Pascual

Senior WordPress & PHP Developer

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PROFESSIONAL SUMMARY

Versatile web developer with 13+ years of hands-on experience building, securing, and maintaining WordPress and Laravel applications for corporate and enterprise clients. Skilled at owning multi-project workloads from full-stack development and platform migrations to security remediation and third-party agency coordination. Proven ability to move fast on launches, troubleshoot live incidents, and bridge the gap between technical execution and business objectives.

CORE SKILLS

CMS & Frameworks: WordPress (custom themes, plugins, WooCommerce, Multisite), Laravel, PHP

Front-End: HTML5, CSS3, JavaScript (ES6+), Tailwind CSS, Sass, responsive design, Core Web Vitals optimization

Security: WordPress hardening, malware scanning, plugin vulnerability remediation, security patching

Hosting & DevOps: WP Engine, cPanel, Git, dev/stage/prod workflows, deployment coordination

Analytics & Tagging: Google Tag Manager, GA4, conversion tracking, SEO fundamentals

Integrations: REST APIs, SharePoint & Microsoft Azure APIs, third-party plugin integrations, cross-system workflows

Collaboration: Agency coordination, cross-functional stakeholder management, technical documentation

PROFESSIONAL EXPERIENCE

Web Developer (Internal) | IT Sector - Corporate Company | 2022 – Present

Sole internal developer responsible for corporate web infrastructure across multiple concurrent projects.

- Led the launch of a redesigned corporate website, coordinating with an external web agency on code delivery, QA, and go-live execution across dev, staging, and production environments.
- Identified and remediated a malicious plugin security incident post-launch; performed full site scan, applied security fixes, and restored site integrity with minimal downtime.
- Managing 3 active projects simultaneously: 2 internal portals (Sales and HR) and the corporate website, handling backlogs, change requests, and ongoing enhancements.
- Built two internal portals integrating SharePoint metadata via Microsoft Azure APIs, with custom Gutenberg blocks, Microsoft SSO, multi-language support, and file search and preview functionality.
- Serve as a technical bridge between internal stakeholders and third-party agencies, translating business requirements into development tasks.
- Maintain platform health including plugin updates, security patches, backups, and performance monitoring.

WordPress & Laravel Developer | Freelance / Consulting | 2019 – Present

Delivered end-to-end web development projects for clients across multiple industries, specialising in WordPress builds and custom Laravel applications.

- Architected and built a bespoke Laravel walk-in booking system from the ground up, including backend logic, SQLite database design, licensing system, and front-end integration.
- Developed and launched full WooCommerce e-commerce stores for multiple clients, including custom inventory management and order workflows.
- Built and maintained a Magic: The Gathering card e-commerce platform with third-party API integration for card metadata, custom filtering, and a complex variant add-to-cart system.
- Ran a personal WordPress support service, gaining firsthand experience with paid acquisition, client conversion, and productised service delivery.
- Managed full project lifecycles independently from scoping and development through to launch and post-launch support.
- Worked with small-to-mid agencies as overflow development resource, supporting rapid turnaround on client sites.

Full-Stack Developer | Branded Lifestyle Inc. | 2015 – 2019

Part of the e-commerce team for a lifestyle retail brand, owning the full web presence from platform build to ongoing digital operations.

- Built the company's first e-commerce website on the Magento platform, including custom backend functions and workflow customisations tailored to the company's retail processes.
- Revamped the main website into a digital/informational property centred on a "Drive to Store" strategy, shifting focus from online transactions to in-store footfall.
- Created a store locator feature with auto-suggest to nearest location and full store information display.
- Led a small team to implement, manage, and send newsletter campaigns to store and website subscriber lists.
- Built automation scripts and cron jobs to handle report generation, customer surveys, and email reminders, reducing manual overhead.
- Owned SEO implementation, web updates, and ongoing site maintenance.

Front End Web Developer | Eyewear E-commerce Company | 2013 – 2015

- Part of a small team to develop the company's first e-commerce website for eyewear products on the Magento platform.
- Responsible for all front-end changes and minor backend modifications.
- Implemented SEO updates and customized scripts for customer journey tracking.

Web Developer / Designer | CMS Development Agency | 2012 – 2013

- Handled troubleshooting of CMS-based websites for US clients.
- Set up and developed CMS websites across WordPress, Magento, Drupal, PrestaShop, and Joomla.
- Performed plugin customisations for WordPress and Magento, plus basic SEO tag implementation.

NOTABLE PROJECTS

Corporate Website - Multisite Build 2022

- Converted 15+ Figma layouts into a fully working WordPress Multisite with custom WPBakery modules.
- Developed bespoke plugins: Pardot-powered contact form, downloadable materials library, branch locator, and a cross-site page duplicator.
- Ongoing maintenance covering security patching, plugin updates, and cross-team collaboration on new features.

Corporate Website Relaunch 2026

- Managed the technical launch of a full corporate website redesign, coordinating with a third-party agency on code handoff and deployment across environments.
- Handled a post-launch security incident: scanned, identified and removed malicious plugin, applied hardening measures, and documented the remediation process.

Internal Corporate Portals - Sales & HR 2025 – 2026

- Architected and built two internal portals using WordPress as the UI layer over SharePoint, with Microsoft Azure API integration and Microsoft SSO.
- Built custom Gutenberg blocks, multi-language support, file sharing with folder navigation, search, preview and download functionality, and user bookmark features.

Offline Walk-in Booking System 2026

- Architected and built a bespoke Laravel application from the ground up, including backend logic, SQLite database design, and front-end integration.
- Features: room counter with sound notifications, report system, activity logs, sales collection, licensing with activation, and configurable admin and staff roles.
- Managed the full delivery lifecycle from requirements gathering through to production deployment.

cxmtg.com - Magic: The Gathering Card Store 2023 – 2026

- Built a full WooCommerce e-commerce platform from scratch for a TCG card reseller.
- Developed a custom card filtering system with third-party API integration for real-time card metadata and imagery.
- Engineered a complex add-to-cart system handling card variants, conditions, and quantities; built a backend inventory system and implemented performance optimisations for large data volumes.

Superstart Batteries & Powerworld - Online Car Battery Stores 2020 – 2023

- Delivered two separate WordPress e-commerce builds from scratch to production for car battery retailers.
- Developed a custom battery filter allowing customers to find compatible batteries by vehicle make, model, and year.
- Built backend inventory management systems and handled hosting migration, ongoing maintenance, and updates for both stores.

Beauty Scout PH 2020

- Full design-to-launch WordPress and WooCommerce setup for a beauty e-commerce brand, including product catalog, blog, inventory setup, and admin guidance.

KEY STRENGTHS

- Multi-project management - comfortable owning parallel workloads without dropping quality.
- Security-aware development - practical, hands-on experience responding to live threats.
- Agency coordination - experienced working with and alongside third-party web agencies.
- Pragmatic AI adoption - uses AI tooling as a productivity multiplier while maintaining full code ownership.
- Remote-ready - self-directed, async-capable, and experienced delivering results independently.