Noel Pascual

WordPress Developer

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Profile Summary

Seasoned WordPress Developer with 10+ years of hands-on experience delivering dynamic, high-performing websites and custom plugins. Skilled in full-stack WordPress development, page builders (Elementor, WPBakery, Flatsome), WooCommerce customizations, and SEO optimization. Adept at working in project-based, part-time, full-time, and hourly-based engagements. Proven ability to manage full website lifecycles, from design to deployment and ongoing maintenance.

Core Competencies

- Custom WordPress Theme & Plugin Development
- Elementor, WPBakery, Flatsome Expert
- WooCommerce Customization & Integration
- SEO Optimization & Technical SEO
- Website Migration & Hosting Configuration
- Page Speed & Performance Optimization
- WordPress Multisite Setup
- cPanel, WpEngine, WHM, and DNS Management
- Responsive UI/UX Implementation

Tools & Technologies

- Languages/Frameworks: PHP, HTML5, CSS3, JavaScript, jQuery, MySQL
- CMS & Page Builders: WordPress, Elementor, WPBakery, Flatsome
  eCommerce: WooCommerce (custom payment gateways, product types, checkout logic)
- Design Tools: Adobe Photoshop, Figma, Adobe XD
- Development Tools: Visual Studio Code, Git, GitLab
- Other: cPanel, FTP/SFTP, LocalWP, MAMP, WP Engine, SiteGround, Hostinger, GoDaddy

Work Experience

Web Developer

Full Time | Office Based | 2012-2013

- In charge of troubleshooting CMS based websites issues for US clients.
- Responsible for setting up and development of CMS based websites such as Wordpress & Magento.
- Plugin customizations for Wordpress and Magento.
- Basic implementation of SEO tags and keywords to client websites.

Web Developer

Full Time | Office Based | 2013-2015

- Part of a small team to develop its first E-commerce website that sells eyewear products.
- In charge of frontend changes of the website, and minor modifications on backend using Magento Platform
- Implement SEO updates on web pages, customized scripts for customer journey tracking from the website.

Web Developer

Full Time | Office Based | 2015-2019

- Part of E-commerce team and built its first E-commerce website using Magento Platform
- Developed custom functions, and backend customizations that fits the e-commerce process of the company
- In charge of SEO implementations and best practices, web updates and maintenance.
- Revamped and developed the website to a full digital/informational website that focuses on a "Drive to store" approach.
- Led a small team to implement, update, and send Newsletter campaigns to store and website subscribers.
- Created a few basic systems and cron scripts to help automate generation of report, surveys, and e-mail reminders
- Created a store locator function with auto suggest to nearest store and search function with complete Store information.
- In charge of website maintenance.

Freelance WordPress Developer

Self-Employed | Remote | 2019 – Present

- Developed WordPress websites for various industries (real estate, legal, eCommerce, tech).
- Built custom plugins to extend core WordPress functionality and admin workflows.
- Customized WooCommerce setups including product logic, shipping, taxes, and checkout.
- Migrated websites between hosts, optimized databases, and configured server-side caching.
- Performed regular maintenance, backups, and site health audits for client websites.
- Integrated SEO tools and schema for improved search engine visibility.

Notable Projects

Search Plugin – Car Battery Company

Developed frontend and backend functionality to allow AJAX-based search by car model, battery dimensions, or cross-reference. Results tied into WooCommerce product listings. Backend includes a bulk import feature that links battery specs with product items.

Collectible Card Game Website – Site & Plugin Development

Built advanced product filtering and card purchase flow based on specific card traits. Backend API integration to fetch card metadata from a third-party source, and implemented both manual and bulk import tools for WooCommerce item linking. Custom checkout flow implemented.

Payroll System Plugin – Local Web Agency

Reusable payroll system plugin allowing employees to view monthly payroll and announcements. Admins can bulk or manually import payroll data via CSV, manage announcements, and adjust user payroll records.

Booking System – Healthcare & Service Providers

Reusable plugin for branch-based appointment booking. Frontend features include booking by service, branch, and schedule. Backend includes service/branch management, unavailable date blocking, booking confirmations, and customizable settings such as email templates and SMS API integration.

Mortgage Calculator & Property Search Module

Developed frontend mortgage calculator based on contract price and equity/mortgage terms. Search functionality by location, price range, and property type. Includes email submission of results. Built for integration into property listing websites.

NDA Projects

Also worked on multiple white-label and private-label websites under NDA for various local agencies. These include plugin customizations, landing page development, eCommerce setups, and custom backend modules.

Education

Bachelor of Science in Information Technology

DWCL, Laoag City – 2012

Availability

- Full-time role
- Part-time role
- Hourly-based development
- Long-term maintenance partnerships
- Urgent project-based work

References & Portfolio

Available upon request or view at: https://noel.lancermnl.com