Alexander Monroy Morera

WordPress & E-commerce Developer

Bogotá, Colombia · Open to remote work

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PROFESSIONAL SUMMARY

Web developer building websites, online stores and automations since 2019 for companies in Colombia and the United States. I build custom WordPress themes and plugins in PHP, set up WooCommerce and Shopify stores, and use visual builders such as Elementor when the project calls for it. I take care of performance, technical SEO and analytics on every site. Looking for a remote WordPress Developer role on a product team or agency.

TECHNICAL SKILLS

WordPress & E-commerce: WordPress, WooCommerce, Shopify, Theme development, Plugin development, Block themes / FSE, Gutenberg, Custom Post Types, WordPress REST API, WordPress Multisite, Elementor, Payment gateways

Development: PHP, JavaScript, React, Laravel, MySQL, HTML5, CSS3, Git, GitHub

Performance, SEO & operations: Core Web Vitals, Technical SEO, Rank Math, Google Analytics 4, Google Tag Manager, n8n, Linux, Cloudflare, Netlify

WORK EXPERIENCE

WordPress & E-commerce Developer (Freelance)

Self-employed · alexmonroy.com, Remote | 2019 – Present

- Design and development of corporate websites, landing pages and online stores on WordPress, WooCommerce and Shopify for companies in Colombia and the United States.
- Custom WordPress block themes (FSE) and plugins in PHP: custom post types, multi-step forms on the WordPress REST API and reCAPTCHA protection.
- Performance optimization (Core Web Vitals) and technical SEO with Rank Math, Google Site Kit, Google Analytics 4, Google Tag Manager and Microsoft Clarity.
- Lead capture and follow-up automation with n8n and WhatsApp.
- Hosting, Linux server, Cloudflare and Netlify deployment management.

Web Developer

Juzto, Tech startup

- Web development and maintenance on a product team.

Web Developer

Appril Labs, Tech startup

- Development of platforms, applications and websites in production.

SELECTED PROJECTS

alexmonroy.com (2026): My professional site, built from scratch as a WordPress block theme with light and dark modes. It ships two custom plugins: a portfolio with a custom post type and filters, and a three-step quote form that stores leads through the REST API, with a country picker for WhatsApp and reCAPTCHA. alexmonroy.com

Wuuff Puppy (2026): Online store for personalized pet collars, with a 3D preview of the product showing the pet's name. wuuffpuppy.co

Somos Energía Renovable (2021): Lead generation site for a renewable energy company: more than 500 leads from the website, with SEO, a Google Business profile, Tag Manager tracking and a WhatsApp button. somosenergiarenovable.com

Wake Up Brain (2024): Bilingual (Spanish and English) redesign of a game's official website, focused on the user journey and lead capture. The client edits content without needing a developer. wakeupbrain.com

Hi, el Hub Digital de ISA: Information portal for employees and suppliers, with brand-aligned templates and content the client manages. alexmonroy.com/proyectos/hi-el-hub-digital-de-isa

Latinpyme (2024): WordPress website delivered in five weeks. latinpyme.com

Bluetree Homebuyers: Website for a real estate company in the United States. alexmonroy.com/proyectos/bluetree-homebuyers

CDI · Centro de Innovación (2019): Refresh of the center's web presence, delivered in six weeks. centrodeinnovacion.com

EDUCATION

Platzi: Ongoing web development training

LANGUAGES

Spanish: Native | English: Elementary (A2), actively improving