

Allyson Cavalcante

Mid-Level WordPress Front-End Developer

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PROFESSIONAL SUMMARY

WordPress Front-End Developer specialized in creating high-performance websites and 100% custom interfaces. Expertise in transforming design prototypes into exclusive themes using clean code (PHP, HTML5, CSS3, JS) and advanced tools such as Elementor, ACF, and FSE. Proven track record in performance optimization, boosting Google PageSpeed Insights scores to 90-100 and increasing technical SEO Health Scores to 90%.

CORE COMPETENCIES

- **WordPress & CMS:** Custom Theme Development, Elementor Pro, Advanced Custom Fields (ACF), and WordPress FSE (Full Site Editing).
- **Front-End Development:** PHP for WordPress, JavaScript (ES6+), HTML5, and CSS3 focusing on CSS Architecture and Flexbox.
- **Performance & Technical SEO:** Core Web Vitals Optimization (Google PageSpeed Insights 95-100) and Technical SEO (90% Health Score on Semrush).
- **Infrastructure & Workflow:** Version control with Git/GitHub, Server Management, Data Migration, Backups, and Security.
- **Additional Tools:** Salesforce Administrator and IT Inventory Management.
- **Languages:** Portuguese (Native), English (Professional), Spanish (Elementary).

PROFESSIONAL EXPERIENCE

Freelance | WordPress Front-End Developer

02/2025 – Present

- Developing custom web solutions focused on conversion for international clients.
- Building websites from scratch using Elementor and ACF, eliminating reliance on pre-made templates.
- Full infrastructure management, including migrations, backups, and security protocols.

Zipia | WordPress Front-End Developer

06/2022 – 02/2025

- Developed exclusive themes for high-traffic portals (seguroauto.org, zipia.com.br, smartia.com.br, planodesaude.net), optimizing scalability.
- **Performance Results:** Increased Google PageSpeed Insights from 40 to the 95-100 range.
- **Technical SEO:** Reduced critical errors via Semrush, raising average Health Score from 65% to 90%.
- Faithfully integrated UI/UX layouts, ensuring full responsiveness and cross-browser compatibility.

Freelance | WordPress Developer

10/2020 – 02/2021

- Developed responsive landing pages for the real estate sector focused on lead generation and high conversion.
- Technical theme customization and dynamic layout construction focusing on user experience.

Tok&Stok | Back-Office Supervisor / IT Support

01/2015 – 07/2018

- Hybrid role between operational management and technical support for hardware, software, and local networks.

EDUCATION

- **Postgraduate in Mobile Development** – Anhanguera (2025).
- **Postgraduate in Front-End Development** – Anhanguera (2024).
- **B.S. in Software Analysis and Development** – Estácio de Sá (2018).

CERTIFICATIONS

- **Front-end Development Path** – Alura.
- **CSS Architecture and JavaScript: First Steps** – Alura.
- **Complete Web Design (HTML/CSS + Portfolio Creation)**.

PROJECTS HIGHLIGHTS

- **Protect Preserve Roofing (Custom WordPress FSE Theme)**: Developed a 100% responsive site based on modern Full Site Editing premises, focusing on radical simplification of content editing for the end-user.
- **SeguroAuto & Smartia**: Full layout redesign for modern and dynamic interfaces. Implemented automated dynamic banner systems and extreme optimization, reaching 98 PageSpeed performance points.
- **Food Factory (Custom Restaurant Theme)**: Created a highly flexible and customizable theme for various market niches.
- **Health Insurance & Price Tables**: Developed a blog/portal using a full technical stack (PHP, JS, ACF, Git/GitHub) focused on dynamic data delivery and loading speed.