Alvaro Luis Tovar Rivero | Computer Engineer

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Professional Summary

Web developer with 7 + years of experience specializing in WordPress, extensively using PHP, JavaScript, HTML, and CSS. Expert in creating and customizing websites using tools like Elementor, Bricks, Divi, and Avada, as well as developing custom themes from scratch. Proficient in SEO techniques, optimizing sites to enhance search engine rankings and increase organic traffic. Demonstrated skills in designing appealing user interfaces and implementing effective web solutions that enhance user experience and customer conversion.

Work Experience

Freelancer | Workana

Dic 2024 – Present

- Design and development of custom websites, ensuring a seamless user experience and a professional aesthetic.

- Development of custom plugins to add unique functionalities to websites, tailored to the specific needs of clients.

- Diagnosis and troubleshooting of issues in existing websites, ensuring optimal performance and ongoing support for clients.

- Implementation of new features and performance adjustments to improve the end-user experience.

SSr Wordpress Developer | Realtive - Workana

Ago 2024 – Nov 2024

- Design and development of custom websites, ensuring a seamless user experience and a professional aesthetic.

- Development of custom plugins to add unique functionalities to websites, tailored to the specific needs of clients.

- Diagnosis and troubleshooting of issues in existing websites, ensuring optimal performance and ongoing support for clients.

- Development and enhancement of features in an existing Laravel-based system.

- Implementation of new features and performance adjustments to improve the end-user experience.

Web Programmer | Freelance

2022 – Ago 2024

- Manage and refine over 12 WordPress sites, ensuring optimal functionality and user engagement.

- Recently tasked with the development of two bespoke websites, delivering tailored solutions that cater to specific client needs.

- Innovate through custom plugin development and targeted landing pages to enhance digital marketing efforts and content delivery.

Affiliate Marketing Specialist | Freelance

2019- 2021

- Conducted affiliate sales on Hotmart and Builderall, generating revenue through targeted Facebook and Google Ads campaigns.
- Executed content strategies across Facebook and Instagram, growing followers from 3K to 20K in six months.

- Developed WordPress sites and managed Facebook ad campaigns for clients, enhancing their online presence and conversion rates.

Back-end Developer | BigFaster Panamá

2017 - 2019

- Development of the administrative panel for the BigFaster e-commerce web system, using the Laravel framework.

Education and Certifications

Computer Engineer

National Experimental University Romulo Gallegos, Venezuela (2003-2008)

Development of Software (programming fundamentals certificate). IBM Advanced Career Education Venezuela (2007-2008) .

Development of Software (it and networking). IBM Advanced Career Education, Venezuela (2007-2008)

E-business aplication developer program and has passed the assessment test for the following. IBM Advanced Career Education, Venezuela (2007-2008).

Approval of the software developers program, IBM Advanced Career Education, Venezuela (2007-2008)

Technical Skills

Skills: HTML5, CSS3, JavaScript, AstroJS, ReactJS, NextJS, Python, PHP, Laravel, WordPress, MySQL, SEO, Git,.

Portfolio and Projects

Portfolio: https://alvaroltr.com
GitHub: https://github.com/alvaroltr