Jesús Daconte

WordPress & Marketing Developer

Santa Marta, Colombia · Remote

CONTACT

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GITHUB
github.com/jesusdaconte

LINKEDIN
linkedin.com

04 · TECHNICAL SKILLS

WordPress
Custom themes, Block Editor / custom blocks, Elementor, WooCommerce & checkouts, Plugins, hosting & backups, Security & maintenance

Frontend
HTML5, CSS3, JavaScript (ES6+), Responsive / mobile-first, Landing & sales pages, Core Web Vitals 90+, Page speed optimization

Backend & Integration
PHP, SQL, Forms, quizzes & checkouts, ActiveCampaign, Keap, HubSpot, Webhooks & APIs, Funnels & course platforms

Analytics & Marketing
GA4, Google Tag Manager, Conversion tracking & pixels, On-page SEO, Schema, A/B test support, Online education / launches

Dev & Tools
Git, GitHub, Staging / production, CI/CD, Linux, Claude Code, Cursor, Astro, Capacitor

01 PROFILE

WordPress & Marketing Developer with 5+ years building fast, conversion-focused WordPress sites, landing pages, sales pages and funnels. I own the WordPress side end to end: from campaign brief to custom themes, blocks, forms, email/CRM connections, GA4/GTM tracking and Core Web Vitals optimization - shipping launches on schedule. Comfortable with Git staging-to-production workflows and AI coding tools (Claude Code, Cursor, Gemini) to ship faster.

02 EXPERIENCE

Web Development Instructor
Mar 2021 – Present

COTEMAG · Santa Marta, Colombia

- Teach students to build professional websites with HTML5, CSS3, JavaScript, PHP and SQL.
- Git & GitHub version control; Linux-based development environments.
- Build and maintain WordPress-based teaching sites and student project hosting.

Web Developer
Mar 2022 – Dec 2022

Brand Colombia · Santa Marta, Colombia

- Developed new features for the company's main site and client sites.
- Website and server maintenance; CI/CD implementation and landing pages for SEM campaigns.
- Web and server consulting.

05 · CERTIFICATIONS

WordPress Developer
LinkedIn Learning

Frontend Development
Platzi

Cloud Digital Leader
Google Cloud

Server Administration
Platzi

GitHub for Developers
Platzi

Software Development Fundamentals
Microsoft

Data Analysis Fundamentals
Microsoft

English
B2+

03 SELECTED PROJECTS

PROJECT & STACK	DESCRIPTION
Trekking Santa Marta **WordPress · WooCommerce · Local SEO**	Tour operator with online booking, Ciudad Perdida treks and certified local guides.
Ances Trails **WordPress · Elementor · SEO**	Ethno-tourism agency for Sierra Nevada expeditions with Kogui, Arhuaco and Wiwa communities.
Elysium Construcciones **WordPress · Real Estate**	Architecture & construction site with real estate portal, gallery and client login.
Visionarios Magdalena **WordPress · Landing Page**	Institutional portal for Magdalena's Science, Technology and Innovation System toward 2040.
Construcciones HF **HTML · CSS · JavaScript**	Civil engineering landing page in Barranquilla with project catalog and quotes.
Santa Marta Guía **Technical SEO · Schema · PWA**	Bilingual PWA travel guide: 72+ places, 1,500+ URL sitemap, Schema Markup.