

GERALD CACHO

Senior Web Developer | WordPress Specialist | UI/UX Designer

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PROFESSIONAL SUMMARY

Senior Web Developer and Designer with 10+ years of experience delivering websites, eCommerce platforms, digital experiences, and business solutions for international clients across the US, UK, and Australia. Specialized in WordPress development, UI/UX design, front-end development, technical SEO, CRM systems, and marketing automation. Experienced across the full project lifecycle, from requirements and design through development, integrations, testing, deployment, and ongoing optimization. Strong background in WordPress, WooCommerce, HubSpot, GoHighLevel, API integrations, cloud hosting, and modern JavaScript frameworks.

PROFESSIONAL EXPERIENCE

CodeBlu Development - WordPress Developer & Designer

Mar 2025 – May 2026

- Led end-to-end website projects from requirements gathering and UI/UX planning through development, QA, deployment, and post-launch optimization.
- Designed wireframes, prototypes, and responsive interfaces in Figma and translated designs into production-ready WordPress websites.
- Developed and customized WordPress themes, plugins, WooCommerce functionality, and business-specific features using PHP, HTML, CSS, and JavaScript.
- Managed WP Engine environments, including staging, deployments, backups, troubleshooting, caching, and performance optimization.
- Integrated third-party services and payment platforms including PayPal and Stripe.
- Implemented technical SEO, accessibility, security, responsive design, and performance best practices.
- Conducted cross-browser, responsive, functional, and regression testing to ensure reliable website launches.

- Collaborated directly with clients, designers, marketers, and project stakeholders to deliver practical technical solutions.

Freelance - Web Developer | Graphic & UI/UX Designer

May 2017 – Mar 2025

- Delivered end-to-end web and digital projects for international clients across WordPress, Shopify, Webflow, Next.js, and Nuxt.js.
- Designed websites, wireframes, prototypes, branding, marketing materials, and digital assets using Figma and Adobe Creative Suite.
- Developed and customized WordPress themes, plugins, WooCommerce sites, forms, API integrations, and custom business workflows using PHP, JavaScript, HTML, and CSS.
- Managed HubSpot CRM environments, including landing pages, forms, custom properties, pipelines, workflows, email automations, lead management, and CRM configuration.
- Created and maintained HubSpot landing pages and forms for lead generation, campaign tracking, segmentation, and conversion activities.
- Troubleshoot HubSpot forms, workflows, automations, properties, data issues, and CRM configuration problems.
- Managed Snapforms forms, including creation, field configuration, conditional logic, workflows, modifications, and troubleshooting.
- Used Axcelerate CRM for basic administration, data management, navigation, and day-to-day CRM operations.
- Built and maintained GoHighLevel funnels, forms, pipelines, workflows, and marketing automations.
- Implemented technical and on-page SEO, including site structure, indexing, page speed, keyword targeting, schema, and performance optimization.
- Managed Google Ads-related website and landing page requirements and supported conversion-focused digital marketing initiatives.
- Managed cloud-hosted websites and servers, including Amazon Lightsail, Linux environments, deployments, backups, security, and maintenance.
- Integrated third-party APIs and services to connect websites with external platforms and business systems.

- Provided long-term technical support, website maintenance, troubleshooting, optimization, and digital consulting for clients.

Cloudstaff - Web Developer

Client: TheHypeSociety | Nov 2022 – Jul 2024

- Developed and maintained WordPress websites using Elementor, WPBakery, and Gutenberg.
- Customized WooCommerce functionality, layouts, and user experiences.
- Maintained websites across WordPress, Wix, Squarespace, and Unbounce.
- Implemented SEO, analytics, performance improvements, content updates, and technical fixes.
- Created email templates, signatures, and digital marketing assets.
- Troubleshot website and platform issues and provided ongoing technical support.

Emapta - Senior Graphic Designer

Client: Canningvale Australia | May 2022 – Sep 2022

- Created brand guidelines and maintained consistent visual standards across digital and marketing materials.
- Designed web banners, EDMs, social media graphics, promotional materials, and print assets.
- Produced print-ready artwork including labels, swing tags, inserts, and packaging materials.
- Retouched and color-corrected product imagery for digital and print use.

Cloudstaff - Senior Software Engineer

Client: Virtunet Australia | Oct 2021 – Feb 2022

- Developed and managed WordPress websites, custom themes, and plugins.
- Handled front-end and back-end development, eCommerce functionality, and website troubleshooting.
- Managed Linux web server environments and supported website infrastructure.
- Created EDMs, social media creatives, and other marketing assets.

GulfStar - Graphic Designer | Bid Coordinator

Oct 2018 – Dec 2020 | Dubai, UAE

Blocks Real Estate - Web Developer | Digital Marketing Executive

Sep 2017 – Oct 2018 | Dubai, UAE

ZIMI Tech - Front-End Developer

Sep 2015 – May 2017 | Makati City, Philippines

Optimize Web Solutions - Web Developer | IT Administrator

Feb 2014 – Aug 2015 | Baguio City, Philippines

TECHNICAL SKILLS

Web Development:

WordPress, PHP, JavaScript, HTML5, CSS3, WooCommerce, Shopify, Webflow, Wix, Next.js, Nuxt.js, Gutenberg, Elementor, WPBakery

CRM & Automation:

HubSpot, GoHighLevel, Snapforms, Axcelerate CRM, Landing Pages, Forms, Pipelines, Workflows, Email Automation, CRM Properties, Lead Management

Hosting & Infrastructure:

WP Engine, Amazon Lightsail, Linux, WHM, cPanel, Cloudflare, DNS, SSL, SSH, Server Management, Deployment

UI/UX & Design:

Figma, Adobe Photoshop, Illustrator, XD, InDesign, Wireframing, Prototyping, Responsive Web Design, UI/UX Design, Brand Design

SEO & Digital Marketing:

Technical SEO, On-Page SEO, SEMrush, Ahrefs, Yoast SEO, Google Analytics, Google Tag Manager, Google Ads, Screaming Frog, Schema Markup, Page Speed Optimization

Development & Tools:

Git, GitHub, Bitbucket, VS Code, npm, Yarn, MySQL, phpMyAdmin, LocalWP, FileZilla, API Integrations

Project & Collaboration:

Slack, Asana, Trello, ClickUp, Monday.com, Google Workspace

EDUCATION

Bachelor of Science in Information Technology

Major in Software Development — University of Baguio, 2015

Associate in Computer Technology

Major in Multimedia & Web Design — University of Baguio, 2012