

JOHNATHAN PEREZ

Web Developer

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johnperezux.com

SKILLS

Languages: PHP, JavaScript, HTML5, CSS3/SASS, MySQL

Frameworks & CMS: WordPress, React, Next.js, Tailwind CSS, Bootstrap, Shopify, WooCommerce

Design: Figma, XD, Photoshop, Illustrator, After Effects, Wireframing

EXPERIENCE

Evok Advertising

April 2025 - Present

Web Developer

- Built and developed custom PHP templates, ACF flexible content systems, and RESTful API integrations from scratch across multiple client accounts spanning legal, tourism, healthcare, and nonprofit sectors, delivering scalable and responsive websites.
- Performed content migrations, database error diagnosis, and SQL-level data fixes across client site deployments, ensuring data integrity throughout platform transitions and server migrations.
- Conducted technical SEO audits using SEMRush to identify and resolve 100+ site issues per client, including cache optimization, crawlability improvements, hreflang tag implementation, redirect chain fixes, and HTTPS security protocol enforcement.
- Managed DNS configuration, Cloudflare integration, SSL certificate provisioning, and server-side troubleshooting on a Plesk-based VPS, ensuring consistent uptime and optimal performance across hosted client properties.
- Produced end-to-end landing page solutions by designing wireframes and interactive prototypes in Figma, then developing fully responsive pages from scratch using HTML, CSS, and JavaScript, or leveraging WordPress and dedicated landing page platforms when necessary.

Bright Rain Collaborative

October 2023 - April 2025

Web Developer

- Managed full-cycle website development across 6+ client accounts, from client consultation and requirements gathering through design, development, and deployment of custom WordPress solutions.
- Configured and maintained web hosting environments, including domain registration, DNS management, and server setup; diagnosed and resolved server-side issues to ensure optimal site performance and uptime.
- Integrated client tracking and analytics solutions using Google Analytics, Google Tag Manager, CallRail, and HubSpot CRM, enabling clients to monitor lead generation, conversion metrics, and campaign performance.

Culinary Systems Inc

January 2022 - October 2023

Shopify Developer

- Designed and developed a custom Spicelopedia e-commerce website on Shopify using Liquid templating, CSS, and JavaScript, creating responsive and interactive layouts that enhanced the end-user shopping experience.
 - Built custom HTML email templates from scratch in Klaviyo, coding responsive designs that maintained brand consistency across devices and integrated seamlessly with automated marketing campaigns.
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EDUCATION

B.A in Digital Media

August 2020 - May 2023

University of Central Florida