

Raymond Jay Rofuli

Senior WordPress & PHP Developer | Web Systems Specialist

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PROFESSIONAL SUMMARY

Results-driven Web Developer with 12+ years of hands-on experience designing, building, and maintaining high-performance websites and web applications. Specializes in WordPress development, custom PHP programming, and full-cycle website management — from initial architecture through deployment, optimization, and ongoing support. Proven track record working with international clients across Australia and the United States. Adept at troubleshooting complex technical issues, managing hosting environments, and delivering pixel-perfect front-end implementations from PSD/Figma designs. Currently supporting a US-based real estate technology firm while seeking a full-time opportunity to apply deep technical expertise at scale.

CORE COMPETENCIES

WordPress Dev & Customization	Custom PHP Development	Website Debugging & Troubleshooting
Hosting & Server Management	Website Performance Optimization	PSD / Figma to HTML Conversion
Conversion Tracking (GTM / GA4)	Website Migration & Maintenance	Client & Cross-Team Communication

TECHNICAL SKILLS

Expert	HTML5, PHP, WordPress CMS, MySQL / Database Management, Debugging & Error Tracing
Intermediate	Shopify, Squarespace, Elementor, Beaver Builder, WPBakery / Visual Composer, Google Tag Manager, Google Analytics 4, cPanel, DNS & SSL Management, Email Support
Basic	SEO Fundamentals, Drupal CMS, Adobe Photoshop, Facebook Ads, Graphic Design
Hosting Platforms	GoDaddy, Bluehost, HostGator, cPanel-based environments

PROFESSIONAL EXPERIENCE

Website Specialist (Part-Time) | YLOPO — United States (Remote)May 2024 – Present

Real estate technology company providing digital marketing platforms to top US brokerages.

- Manage and optimize real estate websites, ensuring accurate MLS listing display, community page functionality, and third-party widget integrations across multiple client accounts.
- Diagnose and resolve complex technical issues involving DNS propagation, SSL certificate errors, hosting configurations, and content visibility, significantly reducing average resolution time.
- Coordinate cross-functionally with internal PS, DNS, and support teams to escalate and close high-priority tickets efficiently.
- Conduct structured QA reviews covering website performance, mobile responsiveness, and UX standards before each client deployment.
- Serve as a technical point of contact for client update requests, contributing to higher satisfaction scores and faster turnaround times.

Key Impact: Reduced recurring listing and integration issues, improving platform stability and strengthening client retention rates.

Full-Time Web Developer | DS (Aust) Pty Ltd. — Australia (Remote)2018 – 2022

Australian technology and services company requiring scalable web infrastructure.

- ▶ Developed and maintained enterprise-level company websites using WordPress and custom PHP, ensuring scalability and platform stability throughout business growth.
- ▶ Implemented custom backend features and API integrations to automate business processes and improve operational efficiency.
- ▶ Managed all hosting environments including migrations, domain configurations, and server-side security updates to maintain uninterrupted service.
- ▶ Diagnosed and resolved critical technical errors under tight deadlines, reducing website downtime by proactively identifying root causes.
- ▶ Optimized page load speed and Core Web Vitals through image compression, caching strategies, and code minification, improving overall user experience.

Key Impact: Strengthened the company's digital infrastructure and maintained 99%+ website uptime over a 4-year tenure.

Web Developer (Part-Time) | Aspireweb — RemoteMay 2022 – 2024

- ▶ Built and customized WordPress websites end-to-end based on detailed client briefs, delivering conversion-optimized, mobile-first solutions.
- ▶ Converted PSD and Figma mockups into pixel-accurate, SEO-friendly, responsive HTML/CSS layouts with cross-browser compatibility.
- ▶ Configured and integrated plugins across projects (WooCommerce, contact forms, booking systems, analytics) to extend site functionality.
- ▶ Provided ongoing maintenance plans including security patching, plugin updates, backup management, and performance monitoring.

Key Impact: Delivered high-quality, client-ready websites on schedule, reducing post-launch support requests by streamlining testing protocols.

Web Master (Part-Time) | StaffBerry — RemoteJuly 2016 – April 2018

- ▶ Maintained and updated multiple concurrent client websites, ensuring 24/7 functionality, security compliance, and brand consistency.
- ▶ Managed hosting configurations, DNS record updates, and email server settings for diverse client portfolios.
- ▶ Implemented bug fixes, performance patches, and CMS updates, reducing service interruptions across managed properties.
- ▶ Established regular backup routines and update schedules, safeguarding client data integrity.

Web Developer | TwentyWebDesigner — RemoteJanuary 2015 – September 2017

- ▶ Developed and customized WordPress websites for diverse industry clients, integrating premium themes, plugins, and bespoke features per project specifications.
- ▶ Optimized website layout and responsive behavior across desktop, tablet, and mobile devices.
- ▶ Provided post-launch technical support, handling feature requests and content updates efficiently.

Web Developer | GThreeVentures — RemoteJune 2014 – January 2015

- ▶ Maintained and enhanced WordPress-based websites for digital marketing initiatives.
- ▶ Implemented content updates, functional improvements, and troubleshooting resolutions to support ongoing campaigns.

Web Developer | Agent of Value / Eversun Software Phil. Corp — PhilippinesMarch 2012 – July 2014

- ▶ Developed dynamic, database-driven websites using PHP and WordPress CMS for multiple client verticals.
- ▶ Converted design mockups into functional, responsive web pages meeting client specifications.
- ▶ Structured and administered MySQL databases to support complex website features and data relationships.
- ▶ Performed systematic debugging and error tracing, reducing project defect rates and accelerating delivery timelines.

EDUCATION

Bachelor of Science in Computer Science2006 – 2012

University of Southeastern Philippines — Davao City, Philippines

PROFESSIONAL STRENGTHS

- ✓ Strong work ethic with consistent on-time delivery
- ✓ Quick learner; adaptable to new tools and frameworks
- ✓ Team player with cross-cultural client experience
- ✓ Excellent verbal and written English communication
- ✓ Proven ability to manage multiple projects simultaneously
- ✓ Detail-oriented with a focus on code quality and UX