

# DESFER JOHN ENRIQUEZ

WordPress Developer | WooCommerce | GoHighLevel | Website Management

Butuan City, Philippines (open to remote) • +63 993 450 2964 • [desferjenriquez@gmail.com](mailto:desferjenriquez@gmail.com)

## PROFESSIONAL SUMMARY

WordPress developer with 5+ years of hands-on experience building, customizing and maintaining websites for small businesses in the United States and Australia. Handles the full website lifecycle — WordPress installation, hosting and DNS setup, custom themes built with Kadence Blocks, WooCommerce configuration, plugin integration, site speed optimization and post-launch support. Also builds funnels, surveys and automation workflows in GoHighLevel. Known for writing clear user guides that let clients manage their own sites, and for working reliably under tight deadlines and budgets.

## CORE SKILLS

**CMS & E-commerce:** WordPress, WooCommerce, custom themes, Kadence Blocks, theme customization, plugin setup and configuration, blog and page templates

**CRM & Automation:** GoHighLevel (GHL), funnel building, surveys and forms, workflow connections and integrations, marketing automation

**Front-end:** HTML5, CSS3, responsive and mobile-friendly layouts

**Performance:** Site speed optimization, caching, image optimization, plugin cleanup

**Hosting & Operations:** cPanel, domain and DNS setup, WordPress installation across multiple hosting providers, website security

**Analytics:** Google Analytics

**Professional:** Client communication, troubleshooting, technical documentation, team collaboration, deadline management

## WORK EXPERIENCE

### WordPress Developer / Web Developer

Dec 2020 – Present

Remote | Clients in the US and Australia

- Build and launch complete WordPress websites for small businesses, covering installation, hosting and DNS configuration through to go-live.
- Build custom themes with Kadence Blocks so clients can edit every page section themselves after handover.
- Customize themes with HTML and CSS to match each client's brand and functional requirements.
- Design and implement new features on existing sites, introducing plugins and extensions that make sites more usable.
- Set up and configure WooCommerce stores, including product catalogues and checkout.
- Build funnels, surveys and forms in GoHighLevel and connect workflows so leads reach the client's CRM automatically.
- Improve site speed through caching, image optimization and plugin cleanup.
- Create reusable page and blog templates that speed up content publishing for clients.
- Write and maintain user guides that help clients manage pages, posts and site features on their own, improving satisfaction after handover.
- Contributed to a new mobile web development project that expanded the company's services into mobile websites.
- Provide ongoing technical support, troubleshooting and content updates on client request.

## SELECTED PROJECTS

- **Phoenix Final Four Host Committee (Phoenix, US)** – [phoenixfinalfour.com](https://phoenixfinalfour.com). Custom theme site for the 2026 NCAA Women's Final Four host committee — event schedules, visitor guides and community programs.
- **SolPacific (US)** – [solpacificinv.com](https://solpacificinv.com). Custom theme site for a real estate investment firm, with fund and equity offerings and a gated investor portal.
- **Croquet for a Cure (Scottsdale, US)** – [croquetforacure.org](https://croquetforacure.org). Nonprofit fundraising site for an annual Alzheimer's benefit, with donation and sponsorship paths.
- **Plastic Free Phoenix (Phoenix, US)** – [plasticfreephoenix.org](https://plasticfreephoenix.org). Sustainability nonprofit site with business and household action tracks and consultation booking.
- **Brands Direct Online (Australia)** – [brandsdirectonline.com.au](https://brandsdirectonline.com.au). WooCommerce online store with product catalogue and checkout.
- **Gooyer Well Repairs (Omaha, US)** – [gooyerwellrepairsomaha.com](https://gooyerwellrepairsomaha.com). Service business website with clear service pages and contact points.
- **Floor Bright Cleaning (US)** – [floorbrightcleaning.com](https://floorbrightcleaning.com). Brand website built for easy owner-managed updates.
- **Realtime Digital Kansas (US)** – [realtimedigitalkansas.com](https://realtimedigitalkansas.com). Company website with custom page templates and blog.

## EDUCATION

### Bachelor of Science in Information Technology

Caraga State University, Butuan City

## LANGUAGES

English (professional working proficiency), Filipino (native)