

# SEBASTIAN RUEDA



Senior Web Developer / Team Lead

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Strategic and results-oriented **Senior Web Developer / Webmaster with 10+ years of experience** delivering high-impact web and **eCommerce solutions** across Shopify and **WordPress** ecosystems. **Specialized in front-end development**, UI optimization, technical SEO, and performance improvements that elevate usability, Core Web Vitals, and conversion outcomes. Proven ability to lead end-to-end delivery—from discovery and requirements gathering to development, **QA**, launch, and post-release optimization—while partnering with **cross-functional teams** (design, SEO, analytics, and stakeholders) in fast-paced, global environments. Recognized for a **proactive, disciplined work ethic and a data-informed problem-solving approach**, combining strong execution with continuous improvement and innovation.

Skilled in **testing methodologies**, documentation, and **training enablement** to deliver scalable, maintainable solutions and reduce operational friction. With a track record of driving complex web initiatives from concept to successful release, I bring deep technical expertise and strategic execution to help progressive organizations achieve **measurable digital growth** and long-term platform excellence.

## Education

Computer Technology — UNIMINUTO, Bogotá, Colombia — 2011

Diploma Oracle11g — UNIMINUTO, Bogotá, Colombia — 2010

## Languages

Spanish: Native

English: Professional Working Proficiency (B2)

## Certifications and Training

- Courses and Workshops en Platzi / Udemy.
- Workshop: Spelling and professional writing (spanish)
- Course: Assembly and maintenance of computers
- Courses: Wordpress: 100% / HTML5 and CSS3
- Miscellaneous courses Multimedia / Design / Dev / Marketing
- Competition: Magic Info / Digital Signage / Samsung
- Courses: Social Media / Facebook Ads / Git / Amazon AWS
- Workshop: ITIL
- Course: Web Semantics & PWA
- Workshop: Bootstrap 4

## Core Skills

**WordPress** (ACF, Custom Themes, Templates), **Shopify** (Liquid, Theme Development, Sections/Snippets), enterprise CMS: **Drupal / Contentful / Sitecore / HubSpot CMS / Webflow**, **HTML5/CSS3/JavaScript**, **PHP**, **Technical SEO** (Schema Markup, Redirects, Canonicals, Crawl/Indexing), **Performance Optimization** (Core Web Vitals, Caching, Asset Optimization, Lazy Loading), **Git / Version Control** (Branching, PR Workflows), **QA & Troubleshooting** (Debugging, Regression Testing), **Web Analytics** (GA4/GTM/GSC), **Figma/Photoshop**, **Accessibility** (WCAG basics), **Hosting & Server Management** (Basic SSH/Linux), **Security Best Practices**, **Backup & Recovery**, **Documentation & SOPs**.

## Experience (1/3)

### TEAM LEAD & SENIOR WEB DEVELOPER

 **POWER DIGITAL** *Sept 2024 – Jan 2026*

Promoted to **Team Lead** while remaining hands-on across Shopify and WordPress delivery, collaborating with **cross-functional teams across Design, SEO, Analytics, and Marketing in the U.S. and LATAM** to ensure quality execution and release readiness. In parallel, **as Senior Web Developer (Shopify/WordPress)**, delivered high-impact web builds for multi-industry brands by implementing reusable components and scalable CMS patterns, translating business requirements into accessible, SEO-friendly UI experiences and consistent cross-device performance.

#### Technologies and platforms:

Front end basics – HTML, CSS, JavaScript. **Shopify** (Liquid, theme development, sections/snippets), **WordPress** (PHP, ACF flexible layouts, custom templates). **Technical SEO** and performance optimization (Core Web Vitals, schema, crawl/indexing, redirects/canonicals). **Others:** Git, QA workflows, documentation standards, analytics collaboration, Figma.

#### Responsibilities:

Lead day-to-day execution across cross-functional teams, aligning priorities, ensuring quality standards, and supporting release readiness across environments. Provide mentorship, code reviews, implementation standards, and troubleshooting support to improve stability, maintainability, and delivery consistency. Drive performance and technical SEO improvements across Shopify and WordPress implementations, strengthening QA and documentation processes to support scalable, reliable releases.

# Experience (2/3)

## LEAD TEAM - DEVELOPER

 **SPROUTLOUD** *April 2024 - August 2024*

Projects using WordPress within a **multicultural team spanning both CO and the USA**. Proficient in a range of technologies and platforms, including fundamental front-end skills (**HTML, CSS, JavaScript**), as well as expertise in **WordPress/PHP/MySQL/APIs/Git, and server management**. Experienced in leading and managing development teams, maintaining a custom CMS, and integrating additional functionalities.

## WEBMASTER SPECIALIST

 **HOLAFLY** *January 2023 - October 2023*

Creation and editing projects based on **WordPress, Typeform and Shopify**. Multicultural team established between **CO, Asia, Europe and USA**. With an agile and efficient methodology and working from anywhere with a modern mentality.

### Technologies and platforms:

Front end basics – HTML, CSS, Javascript. Wordpress, Webflow, PHP, MySQL, APIs, Servers and services.

Others: Git, Amazon AWS, Website Analytics, Semrush, Figma.

### Responsibilities:

Enhance and implement technology optimizations for interconnected websites, focusing on CMS/e-commerce solutions and administrative functionalities.

Proficiently oversee Shopify for store management and WordPress for blog administration. Execute integrations with third-party platforms such as Typeform and others.

## FULL STACK WORDPRESS DEVELOPER

 **ALTERNOVA** *September 2022 - May 2023*

Multicultural Team: UK, Brazil, USA, Germany.

Project Experience: Worked on the Issviva project for Essity in the digital health sector.

### Technologies and Platforms:

Proficient in front-end basics such as HTML, CSS, and JavaScript. Experienced with Content Management Systems (CMS) like WordPress and Shopify. Backend expertise covers PHP, MySQL, APIs, servers, and services. Additional tools include Git, Scrum, Klaviyo, Typeform, Semrush, and Figma.

### Responsibilities:

- Creation of a WordPress theme from scratch.
- Ongoing update and optimization of technologies associated with the websites.
- Coordination and organization of third-party services for ads, tagging, email marketing, tracking, and other essential functions.
- Management of Shopify sites for store functionality and WordPress for blog content.

## WEBMASTER

 **PUBLICIS GROUPE** *August 2020 - August 2022*

Team and Project Diversity:

Multicultural team spanning India, USA, and LATAM.

Extensive experience with renowned **brands like P&G (Head And Shoulders, Pantene, Gillette, Old Spice)** and diverse projects with Renault, Cerveza Andina, Fundación Cardio Infantil, MFC, and more.

### Technologies and platforms:

Front end basics – HTML, CSS, Javascript.

CMSs: Drupal, Sitecore, Wordpress, Contentfull.

Others: Git, Scrum, PHP, MySQL, APIs, Servers and services, Mamp, Jebbit, Webflow, Photoshop, Illustrator, Figma, Adobe XD, Semrush, Screamingfrog.

### Responsibilities:

- Generator of technical requirements and strategies for email marketing and blogging (content).
- Content and technical manager for each brand's site (Brazil and Rest of LATAM).
- Sole responsibility for the region's supplier and brand (P&G) liaison on technology requirements.

# Experience (3/3)

## COACH & CONSULTANT DEVELOPER

 PARTNERS DIGITAL *Nov2019 - Dic2020*

Joined a **digital agency** catering to local clients, initially specializing in standard site design, development, and optimization. Acknowledged for expertise, transitioned to an additional role within the company's academy as a Coach for web development and ecommerce.

### Technologies and platforms:

Front end basics – HTML, CSS, Javascript.

Wordpress, Shopify, PHP, MySQL, APIs, Servers and services.

Others: Photoshop, Excel, Illustrator and general office automation.

### Responsibilities:

- Specialized teacher for WordPress diploma courses.
- Providing technical and technological support to e-commerce and marketing teams.
- General administration of CMS and e-commerce platforms.

## FRONT-END & WORDPRESS DEVELOPER

 IMTEC LTDA. *May 2017 - Dic 2019*

Contributed to a diversified company with business units spanning **NYC tourism and industrial imports**, supporting a high-impact, high-growth digital initiative that achieved nearly 300% growth through continuous platform updates, optimization, and feature enhancements. Worked closely with marketing to improve site performance, strengthen operational workflows, and maintain reliable CMS/eCommerce administration.

### Technologies and platforms:

Front end basics – HTML, CSS, JavaScript. WordPress/CMS platforms, eCommerce tools, Mailchimp, PHP, MySQL, APIs, hosting environments, servers and services.

Others: Google Ads, Meta Business, Photoshop, Illustrator, Excel.

### Responsibilities:

Provide technical support to the marketing team by implementing site updates, troubleshooting issues, and maintaining CMS/eCommerce operations. Optimize websites through code-level improvements and platform configuration to improve stability and efficiency. Implement new tools and resources to streamline workflows and support ongoing growth initiatives.

## FRONT-END DEVELOPER

 Addendo  
*2015 - 2017*

## WEB & MULTIMEDIA DIRECTOR

*Orion Tecnologías*  
*2013 - 2015*

## WEB DEVELOPER

*Genarinco*  
*2011 - 2012*

## JUNIOR WEB DEVELOPER

*Network TV*  
*2010*

## TECHNICAL SUPPORT

*IBM*  
*2009*

# Portfolio

*Some links are out of date, they can be viewed via archive.org.*

## Most highlighted:

<https://citytravelnyc.com>, [issviva.com](https://issviva.com), [elase.com](https://elase.com), [myserenitykids.com](https://myserenitykids.com), [pantenela.com](https://pantenela.com).

### POWER DIGITAL (2025–2026):

<https://myserenitykids.com>, <https://elase.com/>, [katapult.com](https://katapult.com), [stretchd.com](https://stretchd.com), [gradientcomfort.com](https://gradientcomfort.com),  
<https://farberwarecookware.com/>, <https://www.cjcharles.com/>, <https://www.danarebeccadesigns.com/>,

### SPROUDLOUD (2023–2024):

<https://sweat440.com/>

### HOLAFLY (2023):

<https://esim.holafly.com/>

### ALTERNOVA TECH (2022–2023):

<https://issviva.co.uk> <https://shop.issviva.co.uk> <https://issviva.com.br> <https://shop.issviva.com.br>  
<https://alternova.co>

### PUBLICIS GROUPE (2020–2022):

<https://pantenela.com>, <https://herbalessencesla.com/>, <https://headandshoulders-la.com/>,  
<https://subastadoscorazones.cardioinfantil.org/>, <https://motrio.com.co/>, <https://loveisinmyhair.com/>

### PARTNERS ACADEMY (2019–2020):

<https://regenecare.co>, <https://floripondia.co>, <https://koguee.com>, <https://quidarte.com.co>,  
<https://partnersdigital.com.co>, <https://clinicaveterinaria24horas.com>

### IMTEC (2017–2019):

<https://citytravelnyc.com>, <https://takenewyorktours.com>, <https://funtourscolumbia.com>,  
<https://excursionesnuevayork.net>, <https://imteccom.co>, <https://empiregrouptravel.com>

### ADDENDO (2015–2017):

<http://maxconceptlife.com>, <http://copicell.com>, <http://colapep.com>, <http://metodobebepoliglota.com>,  
<https://polyglotworld.co>,

### ORION (2013–2015):

[www.merkdiario.com](http://www.merkdiario.com), [www.orioncel.com](http://www.orioncel.com), [www.oteologias.com](http://www.oteologias.com),  
[www.teleorion.com](http://www.teleorion.com), [www.orionolive.com](http://www.orionolive.com), [www.tiendacolombias.com](http://www.tiendacolombias.com).

### Genarinco (2011):

<http://www.genarinco.com/>, <http://www.ict-4-you.com/>, <http://redangus-beerhouse.com/>.

### NetWork TV (2010):

[www.asocoptriunfo.com](http://www.asocoptriunfo.com), [www.grupoindusic.com](http://www.grupoindusic.com), [www.eurecachivaches.com](http://www.eurecachivaches.com), [www.stijlpublicidad.com](http://www.stijlpublicidad.com),  
[www.jsmediosgraficos.com](http://www.jsmediosgraficos.com), [www.ferrocarrilplaza.com](http://www.ferrocarrilplaza.com),  
[www.platerosociados.com](http://www.platerosociados.com), [www.aireartesanal.com](http://www.aireartesanal.com), [www.bicxtrema.com](http://www.bicxtrema.com), [www.zulycollection.com](http://www.zulycollection.com),  
[www.bellisimamujer.com](http://www.bellisimamujer.com), [www.indumetalicas.com](http://www.indumetalicas.com), [www.modasymodas.com](http://www.modasymodas.com), [www.internacionales.com](http://www.internacionales.com),  
[www.disenio-expresivo.com](http://www.disenio-expresivo.com), [www.reprefer.com](http://www.reprefer.com), [www.migranparrilla.com](http://www.migranparrilla.com), [www.ferreglavis.com](http://www.ferreglavis.com),  
[www.lospaisajestejasplasticas.com](http://www.lospaisajestejasplasticas.com), [www.ultraferltda.com](http://www.ultraferltda.com), [www.metalformascolombias.com](http://www.metalformascolombias.com).

### As FREELANCE (Since 2009):

<http://itkids.com.co/>, <http://solsingenieria.com/> <http://arrozdiana.com.co/>, <http://avcswiss.com/>,  
<http://hughesflyingservice.com>, <http://papanoeltesaluda.com>, <http://resneakerize.com/>,  
<https://rammstein.com.co>, <https://clinicallanogrande.com/>