Elizabeth Lopez

Web Developer & Local SEO Specialist

PROFILE SUMMARY

Web Developer with 5+ years in WordPress & 10+ years in technical infrastructure. Provides oversight for a portfolio of 200+ websites, personally maintaining over 30 high-priority environments weekly. Expertly balances design integrity with aggressive performance goals, achieving page speed improvements up to 70%. Specialist in building scalable location-based landing pages with a focus on valid schema and technical search engine visibility to promote lead conversion.

SKILLS

Web Technologies & Programming: WordPress, PHP, JavaScript, HTML5, CSS3, MySQL
Infrastructure & DevTools: SSH, WP-CLI, Git, CDN, Hosting, SMTP & DNS Management
CMS & Design Frameworks: Elementor Expert, Twig, Divi, JSON-LD Schema, Yoast, RankMath
Strategy & Methodology: Technical SEO, Core Web Vitals, Site Security Audits, Agile Scrum, Responsive Web Design

WORK EXPERIENCE

Web Developer Funnel Boost Media | San Antonio, TX | Feb 2024 - Nov 2026

- Manage a high-volume ticketing queue for 200+ WordPress sites, personally resolving 30+ front-end and full-scale site launch requests weekly.
- Execute comprehensive site speed audits and Core Web Vitals optimizations via advanced caching, CDN configuration, and asset compression, driving performance score gains of up to 70%.
- Build high-converting, location-based landing pages using HTML5, CSS3, and JavaScript, ensuring 100% valid JSON-LD schema markup, meta descriptions, and local SEO alignment.
- Act as primary technical consultant for Project Managers and PPC teams to scope builds, troubleshoot downed environments, and manage DNS, SSL, 301 redirects, and security audits.
- Author internal technical documentation and standardized workflow templates with tiered escalation paths to streamline agency delivery.

WordPress Developer Leadhub | San Antonio, TX | Dec 2021 - Oct 2023

- Engineered bespoke WordPress page templates and modular components using PHP and the Twig templating engine for 100+ home-service clients (HVAC, plumbing, windows).
- Built custom interactive front-end features from scratch including responsive sliders, badge systems, sidebar architectures, and pop-up modules using JavaScript and CSS3 animations.
- Initiated and led a portfolio-wide server health and site audit program, establishing proactive maintenance and security standards across 100+ production environments.
- Executed end-to-end site launches, DNS cutovers, SSL setups, and complex 301 redirect mapping to preserve SEO equity during migrations.

Technical Support Engineer WP Engine | San Antonio, TX | June 2019 - Dec 2021

- Diagnosed and resolved complex WordPress, PHP, MySQL, and server bottlenecks for global clients via load balancer analysis, rewrite rules, and CDN tuning.
- Repaired broken core dependencies, managed configuration files, and executed manual site migrations using SSH and WP-CLI scripting.
- Guided developers on Git version control workflows and Local WP staging environments to ensure seamless, low-risk deployment cycles.
- Remediated malware infections, managed SSL certificates, and executed bulk 301 redirect imports under strict enterprise SLAs.

210.381.9804 | Elizabethgl90@gmail.com | San Antonio, TX | Open to Remote

Elizabeth Lopez

Web Developer & Local SEO Specialist

Email Migrations Specialist II Rackspace | San Antonio, TX | Apr 2017 - May 2019

- Directed end-to-end technical migrations for enterprise portfolios, owning discovery, timeline coordination, DNS cutovers, and post-launch optimization with 100% data integrity.

Reseller Partner Specialist Rackspace | San Antonio, TX | June 2015 - Apr 2017

- Served as Tier-2 escalation point for high-volume white-label partners and SMB cloud accounts, managing Microsoft Exchange/Office 365 tenant administration, authentication troubleshooting, and 100% SLA compliance.

Senior Online Branch Support and Escalations Specialist JP Morgan Chase | San Antonio, TX | May 2010 - June 2015

- Acted as primary technical SME for retail branch operations, resolving online banking platform escalations and collaborating with leadership to eliminate user enrollment friction.

EDUCATION

Associate of the Arts | San Antonio College, San Antonio, TX 8/09 - 5/10
Coursework in Technical Communication and Behavioral Analytics
Focused on bridging the gap between complex systems and user-centric design.

PROFESSIONAL DEVELOPMENT

Agile Project Management: Scrum Nov 2019
Skill Success, Online Coursework

Lean Six Sigma Green Belt Certification Oct 2019
Management and Strategy Institute, Online Coursework

210.381.9804 | Elizabethgl90@gmail.com | San Antonio, TX | Open to Remote