Fernando Roche

WordPress & WooCommerce Developer

Capiata, Paraguay
+595 981 186 267
fergrochev@gmail.com
UpWork Profile | Personal Website

PROFESSIONAL SUMMARY

Seasoned and innovative WordPress/WooCommerce Developer with over 7 years of experience in theme development, plugin development and SEO. Proficient in leveraging automation to streamline workflows and foster collaborative, professional relationships with clients and colleagues.

🏆 Key achievements include developing a custom theme for **Linkgraph**, maintaining official **WooCommerce** shipping extensions, and successfully concluding a contract with **Automattic** as a Happiness Contractor.

Passionate about AI tools and technology, an avid book reader, and a lifelong learner.

SKILLS & ABILITIES

- Expert in **WordPress** coding standards and **PHP** for custom theme development.
- Proficient in **Elementor** and **Elementor Pro**, including the creation of custom Elementor Widgets.
- Skilled in implementing code based on official documentation and best practices.
- Enhanced technical skills through SQL and React courses.
- Fluent in Spanish (Native) and English (C1); proficient in Portuguese (B1).

PROFESSIONAL EXPERIENCE

Linkgraph (Remote)
Theme/WordPress Developer
2021 - 2023

- Applied designs from **Figma** to code, ensuring optimal SEO practices.
- Maintained themes to ensure security and performance, achieving a monthly visitor count between **8k** and **15k**.
- **Project:** Developed a **Blog Hub** using AJAX for partial loading, enhancing user experience by loading only content on link click rather than the entire page.

Automattic (Remote)
Happiness Contractor
2023 - 2024

- Assisted WordPress.com users in troubleshooting and resolving site issues, providing top-tier customer support.
- Conducted site evaluations, identified problem areas, and implemented effective solutions to improve site functionality and user satisfaction.

Progressus.io (Remote)
WooCommerce Developer
2024 - Present

- Developed custom plugins from scratch based on client requirements.
- Maintained **shipping extensions for Automattic**, ensuring they met high standards of performance and reliability.

EDUCATION

Electronics Engineering
Universidad Politécnica de Asunción
2010 - 2013
Asunción, Paraguay