

VINZ BYRON CANLAS

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WORDPRESS DEVELOPER | SEO EXPERT | E-COMMERCE SPECIALIST

I'm a skilled WordPress Developer, specializing in using page builders like BeBuilder, Elementor, and WPBakery, with additional knowledge in theme development. As an SEO Expert and Content Writer, I leverage tools like SEMrush, Ahrefs, and Screaming Frog to drive organic traffic and optimize websites for search engines. I also have a strong background in E-Commerce, focusing on Amazon FBA and FBM, helping businesses grow their online presence and maximize sales. With a mix of technical expertise and strategic insight, I'm dedicated to delivering results that elevate your online success.

STRENGTHS AND EXPERTISE

WordPress Development
SEO Optimization
E-Commerce Development

Content Writing
Keyword Research
Product Listing Optimization

Content Writing & Copywriting
Client-Centric Solutions
Communication

PROFESSIONAL EXPERIENCE

Simpleads Company LTD.
Wordpress Web Developer

January 2024 - Present

I specialize in creating custom WordPress websites, focusing on responsive design, SEO optimization, and enhanced user experience. With expertise in Figma and Adobe Photoshop, I deliver visually appealing sites, integrate key plugins, and ensure optimal performance through thorough testing and ongoing maintenance.

Duties:

- Proficient in developing custom WordPress websites, ensuring responsiveness and user-friendly design
- Integrated diverse plugins to enhance website functionality and improve user experience.
- Implemented SEO strategies to boost search engine rankings, optimize website performance, and increase visibility.
- Designed visually appealing and functional interfaces using tools like Figma and Adobe Photoshop.
- Conducted thorough quality checks and testing on finished websites to ensure optimal performance and functionality.
- Continuously updated and maintained websites based on client requests, ensuring they align with evolving business needs and preferences.
- Collaborated closely with cross-functional teams, incorporating innovative features and expanding expertise on various plugins to deliver cutting-edge web solutions.

American Wholesalers LLC
Amazon Virtual Assistant

August 2021 - January 2024

Experienced Amazon Virtual Assistant skilled in product research, inventory management, and order processing. Proficient in supplier procurement, financial reporting automation, and optimizing product listings to boost visibility and sales. Strong in data entry, record management, and client relations.

Duties:

- Created and optimized product listings, including compelling content and images, to enhance visibility and drive sales.

- Conducted in-depth product research to identify profitable items for sale, ensuring alignment with market trends.
- Managed Amazon Seller Central, overseeing inventory, processing orders, and providing exceptional customer service to buyers.
- Facilitated procurement from various suppliers, ensuring smooth and timely fulfillment of stock.
- Developed and maintained automated financial sheets to ensure accurate reporting and streamlined financial management.
- Established and nurtured partnerships with U.S. suppliers, negotiating favorable terms and fostering long-term relationships.
- Performed accurate data entry and maintained meticulous records across multiple systems and spreadsheets, supporting efficient business operations.
- Organized and maintained records to inform strategic business decisions and optimize client outcomes.

EDUCATION

DON HONORIO VENTURA STATE UNIVERSITY

BS in Computer Science - *Batch 2023*

References are available on request.