

John Reyna

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US Permanent Resident (Green card holder)

PROFESSIONAL SUMMARY

Digital platform specialist with 10+ years of experience managing and optimizing CMS-driven websites and digital experiences across WordPress and Shopify environments. Experienced in supporting landing pages, executing quick-turn website updates, managing high-volume website content, and troubleshooting technical issues impacting user experience. Strong background collaborating with cross-functional teams in agile environments to deliver high-quality digital experiences aligned with marketing and business initiatives.

CORE SKILLS

CMS Platforms: WordPress, WooCommerce, Shopify

Web Technologies: HTML, CSS, PHP, Liquid

Website Troubleshooting & Optimization

Landing Page & Content Management

Analytics & SEO Tools (Google Analytics, Search Console, Merchant Center)

Agile Workflows & Jira Ticket Management

Cross-functional Collaboration

Languages: English, Spanish

PROFESSIONAL EXPERIENCE

Independent Web Platform Consultant

Clients include 201 Digital Group & NFSports

Oct 2025 – Present

- Build and maintain WordPress websites using modern CMS tools including Bricks, Gutenberg, Elementor, and Advanced Custom Fields.
- Execute quick-turn updates across landing pages, marketing sections, and website content, supporting ongoing digital initiatives.
- Troubleshoot website issues including performance bottlenecks, SEO indexing problems, analytics configuration, and site security incidents.
- Improve user experience through enhancements to site navigation, page layouts, and content structure.
- Support optimization of a Shopify e-commerce platform, implementing front-end improvements using Liquid, HTML, and CSS.
- Enhance product discovery and customer experience through improvements to product grids, search functionality, and page layouts.
- Collaborate with designers, marketing teams, and stakeholders to deploy digital assets and website updates aligned with project timelines.
- Support the development of a subscription-based WordPress platform for a housing services organization, integrating CMS content with custom user functionality.
- Coordinate website updates through Agile workflows and ticket-based request systems.

Web Platform Manager (Remote)

USA Tile & Marble | Miami, FL

Jan 2021- Jul 2025

A leading South Florida-based importer and distributor of high-end porcelain, ceramic, and marble tiles, with multiple retail showrooms and a robust e-commerce platform.

- Built and managed multiple WordPress-based e-commerce websites, including iTileMosaic.com, USA-Tile.com, and Porcetops.com.
- Managed CMS operations for 1,000+ product listings and digital assets, including product galleries, images, and content updates.

- Optimized cart and checkout flow through custom enhancements using PHP and Advanced Custom Fields to improve purchasing experience.
- Implemented efficient bulk product management workflows using spreadsheet integrations (WP-Sheet Editor), reducing manual data entry.
- Coordinated cross-functionally with designers and marketing teams to build landing pages and support digital campaigns.
- Integrated websites with Google Analytics, Google Ads, Search Console, and Google Merchant Center.
- Monitored website performance and user behavior using tools such as Hotjar and SEMrush to improve digital experience and site visibility.
- Troubleshoot website functionality issues and coordinated fixes with developers to ensure a consistent user experience.

WordPress Lead Developer (Remote)

Chicago Code Monkeys | Chicago, IL

Jan 2013 - Dec 2022

A software development agency that builds custom solutions for small businesses, startups, and government organizations using Agile methodologies.

- Led the development and maintenance of WordPress websites for a variety of client projects, supporting content management and website functionality.
- Built and optimized WordPress and WooCommerce websites, improving site performance, usability, and overall digital experience.
- Implemented custom WordPress functionality using PHP, HTML, and CSS to support client business needs.
- Integrated web forms and CRM tools to support lead generation and customer engagement.
- Collaborated with designers, project managers, and stakeholders to deliver website updates and digital solutions.
- Coordinated development tasks using Agile workflows and Jira-based project management systems.

Email Campaign Manager (Remote)

STEdb Tech | Royal Palm Beach, FL

Aug 2006 - Aug 2014

- **Managed a team** of campaign builders and administered proprietary DBM systems to ensure high deliverability and server reputation for mass email broadcasting.

EDUCATION

Google Professional Certificates, 2025

Project Management | Digital Marketing & E-commerce | AI Essentials | Introduction to AI

Harvard University, Cambridge, MA, 2024

CS50: Introduction to Computer Science Course

Instituto Leonardo Da Vinci, Trujillo, Peru, 2006

Technical Professional in Computer & Information Technology (**U.S. Associate's Degree Equivalent**)

VOLUNTEERING & COMMUNITY

Multimedia & Tech Team Member | Focal Point Church, Orlando FL

Sept 2025 - Present

- Provide technical support for live Sunday services, operating ProPresenter on macOS for multimedia projection and screen management.