KELVIN MOEN SEVILLA

Senior WordPress Developer | Elementor, Divi & Beaver Builder

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PROFESSIONAL SUMMARY

Senior WordPress developer with 6 years building and maintaining responsive websites in Elementor, Divi and Beaver Builder. Deployed hundreds of client sites on the GoDaddy team at AffinityX and maintained 100+ more at SEO For Real Estate Investors. Runs an AI workflow in Claude Code and Codex daily to speed up builds and QA, and connects websites to CRMs like GoHighLevel for lead routing and follow-ups.

TECHNICAL SKILLS

CMS & Page Builders: WordPress, Elementor, Divi, Beaver Builder, WPBakery, Gutenberg, WooCommerce, ACF
AI Workflow & CRM: Claude Code, Codex, ChatGPT, reusable AI skills, Playwright browser testing, GoHighLevel, form-to-CRM integration, Mailchimp, Klaviyo
Front-End & Design: HTML5, CSS3, JavaScript, jQuery, PHP at template level, responsive design, cross-browser testing, Git, Figma, Photoshop
Maintenance & Security: plugin and theme updates, troubleshooting, Wordfence, malware removal, backups and staging, cPanel, website migration, ManageWP
SEO & Performance: PageSpeed optimization, LiteSpeed caching, Core Web Vitals, GA4, Google Tag Manager, Search Console, on-page SEO to the SEO team's spec
Core Competencies: Website Maintenance, Responsive Design, Quality Assurance, Ticket-Driven Workflow in Jira

PROFESSIONAL EXPERIENCE

Ooh La La Digital — Apr 2026 - Jun 2026

AI-Empowered Web Designer | Developer

- Delivered WordPress and Beaver Builder builds and edits for 6 client sites: Casco Counseling Institute, Arty7, MCT Dairies, Sykes Services, Z-Tailor, and Time2Laser.
- Designed and built pages directly in Beaver Builder from written briefs and approved mockups, holding each build to the client's brand colours, fonts and existing templates.
- Built an AI workflow in Claude Code and Codex with reusable skills and Playwright browser checks, keeping a human in the loop for design decisions and final QA before handoff.

SEO For Real Estate Investors / GrumpyHare — Jan 2025 - Mar 2026

Web Developer, later Senior Web Developer | CRM & Automation Specialist

Web Development & Maintenance (WordPress)

- Developed and deployed 20+ client websites on selected WordPress templates, integrating client content and refining each build visually against the brand.
- Migrated client websites from Carrot to GrumpyHare, the company's own WordPress website platform, moving each one onto its Beaver Builder theme.
- Managed and maintained 100+ client WordPress websites through WP Aligned and ManageWP, handling site updates, plugin and theme changes, troubleshooting, and day-to-day website administration.
- Handled website security across the client sites, hardening WordPress installs, implementing Zoho Vault for credential storage and sharing, and improving the malware removal process after repeat infections.
- Held every assigned site to a PageSpeed target score of 90, configuring LiteSpeed for caching, minification and lazy loading, sizing and compressing images to WebP, and resolving new failures in PageSpeed Insights and Lighthouse as Google changed its scoring rules.

- Built pages to spec with on-page SEO elements already defined by the SEO team, including alt texts, metadata, heading structure, and internal linking.
- Set up GA4, Google Tag Manager and Google Search Console on client websites, adding the tracking and verification code to each site's head.
- Moved from template-based WordPress work to custom-coded projects including REI Link and Apex Vivus, building front-end pages in PHP under Git version control from the command line.

Automation & CRM (GoHighLevel)

- Built end-to-end automations including lead routing, follow-ups, and workflow triggers, connecting website forms to GoHighLevel with page tracking so every lead landed on the right contact record.
- Built the lead-import process and cold-caller pipeline in GHL that handled hundreds of leads, importing them into the system and routing them so the cold-calling team could work them efficiently.

Freelance WordPress Developer — Dec 2023 - Dec 2024

Independent / Project-Based

- Delivered WordPress migrations, maintenance, and support for SixteenRamos.com, Saving Castles, and Mediamine Adelaide.
- Maintained Elementor sites using Theme Builder templates, global styles and responsive fixes.
- Built Mailchimp and Klaviyo audiences from website signup forms and sent email campaigns.
- Transferred SixteenRamos.com from Kajabi to WordPress with WooCommerce and subscriptions, carrying the courses and their payments across, plus the podcast and affiliate program, and rebuilding the pages in Elementor for client editing.

AffinityX (GoDaddy Team) — Feb 2020 - Feb 2024

Senior Web Designer | Quality Controller

- Designed, developed and deployed hundreds of fully responsive client websites in WordPress, Beaver Builder and Photoshop, with every new build done in Beaver Builder with UABB and PowerPack.
- Maintained client websites on request, updating content and plugins and fixing bugs in the client's existing builder, including Elementor, Divi, WPBakery and Visual Composer.
- Chosen for a dual Designer and QA role from Mar 2023, working from Jira tickets to find and fix website issues with the development team before sites were delivered to clients.

SELECTED PROJECTS

CPR SafeInd homepage redesign - Elementor Pro. Redesigned an Australian machine-safety company's homepage and rebuilt it natively with a Global Kit of colours and fonts, a Theme Builder header and footer, and Grid and Flex containers, so every section stays editable. Live demo: cpr-elementor.instawp.site

SixteenRamos - WordPress, WooCommerce, Elementor. Moved a course business from Kajabi to WordPress, with WooCommerce subscriptions and Elementor pages the client edits. Live: sixteenramos.com

Arty7 - Beaver Builder, WooCommerce. Handled the design direction, full build, responsive passes, forms, the WooCommerce store and handover for a Miami party-supply shop. Live: arty7.com

Trio Freight Management - Beaver Builder. Designed and built the whole site from start to finish at AffinityX for an Australian logistics company, and it is still live today. Live: triofreight.com.au

More examples at https://kelvinsevilla.online/

EDUCATION

Bachelor of Science in Information Technology — 2015 - 2019

Far Eastern University Diliman