



# Russell Cariso

## WEB DEVELOPER



### ABOUT ME

I'm a web developer with over five years of experience in WordPress and Shopify. I focus on creating user-friendly, visually appealing websites that help businesses succeed online. My full-stack development skills allow me to handle projects from start to finish. I'm passionate about learning new technologies and design trends, always aiming to deliver innovative solutions that drive results.



### CONTACT



+ 63 953 522 0784



hello@russellcariso.com



www.russellcariso.com



Quezon City, Philippines



### EDUCATION

#### BS Mechanical Engineering

Technological Institute of the Philippines  
Quezon City  
2022

#### Web Development & Design

New Generations Academy  
Butuan City  
2020



### SKILLS

#### Technical Skills

- Platforms & CMS (WordPress, Shopify, WooCommerce, etc.)
- Full-Stack Development (HTML, CSS, JavaScript, PHP, etc.)
- UI/UX & Graphic Design (Figma, Adobe XD, Photoshop, Canva, etc.)
- SEO (On-Page, GSC, SEMrush, Ahrefs etc.)
- Video Editing (Premiere, After Effects, Capcut, etc.)
- Digital Marketing ( FB & Google Ads, Email Automation, etc.)

#### Soft Skills

- Problem Solving
- Attention to Detail
- Collaboration
- Creativity
- Adaptability
- Time Management



### WORK EXPERIENCE

Oct 2023 - Sept 2024 | Brandlume Inc. - CA

#### Full-Stack Developer

- Developed, optimized, and maintained WordPress and Shopify sites for clients at a digital marketing agency, enhancing performance, SEO, and user experience.

Feb 2024 - July 2024 | Razor Micro Inc. - US (Part-Time)

#### Shopify Developer & Designer

- Built and customized Shopify storefronts to elevate brand identity, optimize SEO, enhance user experience, and ensure high performance across devices through responsive design and secure, efficient site functionality.

April 2023 - Oct 2023 | Digit Solutions LTD - CA

#### WordPress Developer | Technical SEO | GHL

- Managed and optimized WordPress sites, maximizing Ahrefs, Google Core Web Vitals, and technical SEO to boost site visibility and performance.

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June 2022 - March 2023 | Arash Law - US

### Senior WordPress Developer

- Supervised the development and optimization of the firm's website, led the creation of tools and managing content updates for blog pages, enhancing the online presence and engagement of the firm.

Jan 2018 - February 2022 | Precious Cornerstone - PH

### Graphic Designer & Website Developer

- Delivered digital solutions by designing graphics, managing social media campaigns, and developing responsive websites. Combined creative visuals, strategic social engagement, and technical development to enhance clients' online presence and brand engagement.



## PROJECTS

Aug 2024 - Oct 2024 | Together Design & Build - US

### Website Development

- Designed, developed, and launched a fully functional, responsive website tailored to the client's branding and objectives

June 2024 - July 2024 | Fidget Kids - NZ

### Shopify Store Tweaks

- Oversaw the development of a Shopify store for a sensory and fidget toy brand, catering to kids, teens, and adults. Crafted a visually engaging, user-friendly e-commerce platform that highlights effective product display and maximizes usability for an enhanced shopping experience.

May 2024 - June 2024 | Custom Trucker LLC - US

### Website Development & Digital Marketing Specialist

- Developed website, designed engaging graphics, and created social media contents, enhancing their digital presence and marketing effectiveness.

April 2024 - June 2024 | Clara James Tutoring - UK

### Tutoring Site Development & Funnel Setup

- Created a website designed to facilitate the booking of tutoring sessions. This platform allows parents to find a suitable tutors for their children,