

LORENZO ARRIESGADO

WordPress · Duda · SEO · Digital Marketing



About Me

Web developer and designer focused on building responsive, user-friendly WordPress websites and online stores. My hands-on work includes page customization, website maintenance, on-page SEO, and speed improvements. I also bring experience in project coordination, client success, and appointment setting from digital marketing teams, so I value clear communication and reliable delivery.

Contact

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Work Experience

Web Developer & Designer

Freelance / Remote

2021–2026

- Design and develop responsive WordPress websites using Divi, Elementor, Gutenberg, and other page builders.
- Build landing pages, business websites, membership sites, and WooCommerce e-commerce stores.
- Customize website layouts, functionality, forms, and third-party integrations based on client requirements.
- Maintain and optimize websites through troubleshooting, updates, performance improvements, and responsive testing.
- Implement on-page SEO, image optimization, analytics, and other website improvements.

Project Manager · Client Success Manager · Appointment Setter

Digital Marketing Companies (Office-Based)

2014–2021

- Coordinated project tasks and client requests, supporting communication between clients and internal teams.
- Managed client follow-ups and supported timely completion of digital marketing work.
- Contacted prospects and scheduled appointments for sales teams.

Tools & Platforms

- WordPress · Duda · WooCommerce
- Divi · Elementor · Gutenberg
- HTML · CSS · JavaScript · Basic PHP
- Analytics · Search Console
- GoHighLevel
- Figma · Canva
- Adobe Photoshop · Lightroom
- Adobe Premiere Pro · Final Cut Pro X
- ClickUp

Core Strengths

- Project coordination and task follow-through
- Client communication and relationship support
- Client follow-up and appointment setting
- Responsive website design and maintenance
- On-page SEO and site performance improvements

Key Skills

- WordPress development
- WooCommerce websites
- Responsive web design
- Front-end customization
- Website maintenance
- SEO & speed optimization
- Video editing
- Project coordination
- Client communication