

Wilfredo Colina

Full Stack Web Developer

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PROFESSIONAL EXPERIENCE

GAIDO'S SEASIDE INN

Full Stack Web Developer

Galveston, TX

2022-Present

StayGalveston - Travel Site Launch and Growth

- Lead the design, development, and marketing strategies for the launch of a new travel site.
- Grew organic traffic from 0 to over 35k visitors per month through targeted SEO strategies.
- Implemented backend and frontend solutions to manage internal and external tools, integrating external services like MLS data to enhance functionality using React.js, Node.js, and MongoDB.
- Improved development workflows by implementing GitHub Actions and enhancing the CI cycle.

Gaido's Seaside Inn - Conversion Rate Optimization

- Increased conversion rates from below 4% to 15% by redesigning the user interface and optimizing the booking experience Using React.js.
- Developed a user-friendly interface that made it easier for users to book rooms and view the best available rates taking advantage of React.js, MUI, and Vite to create custom widgets for the WordPress ecosystem.
- Supported conversion efforts through strategic email marketing campaigns.

HEB

E-STORE Team Member

Friendswood, TX

2021-2022

- Maintained continuous communication with department managers and partners to locate products and fulfill customer needs.
- Provided attentive customer service, addressing inquiries and assisting with order-related issues to ensure a positive shopping experience.

WILDLIFE RESPONSE SERVICES

Web Developer

Friendswood, TX

2021-2021

- Designed and implemented the site architecture using React and Gatsby.js, focusing on SEO improvements.
- Debugged, tested, and deployed the site using the existing domain via FTP, ensuring a smooth transition and minimal downtime.

EDUCATION

SAN JACINTO COLLEGE— 2020-2022 | PHI THETA KAPPA (HONOR SOCIETY) MEMBER

Houston, TX

WEB APPLICATION DEVELOPMENT AAS IN SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH (STEM)

2020-2022

UNIVERSIDAD FERMIN TORO — 2016 - 2018

Lara, Venezuela

60 credits toward Electrical Engineering in Science, Technology, Engineering, and Math (STEM)

RELEVANT COURSEWORK: DATA STRUCTURES AND ALGORITHMS, CALCULUS I-IV

2016-2018

RELEVANT SKILLS

- Frontend: HTML, CSS, JavaScript, Typescript, React.js, Angular.js and Vue.js.
- Backend: Node.js, Express, PHP, MySQL, and MongoDB.
- Marketing: HubSpot, WordPress, Mailchimp, Google Analytics, SeeMrush, and Hrefs.