

FERNANDO MAGALDI COELHO

WordPress Developer | Elementor, WooCommerce & Performance

Videira, Santa Catarina, Brazil | +55 49 99951-1919 | magaldicoelhofernando@gmail.com

Portfolio: fernando-magaldi.com.br | Available for international remote work

PROFESSIONAL SUMMARY

WordPress Developer with 3+ years of agency experience building and maintaining business websites, landing pages, and online stores. Hands-on experience with Elementor Pro, WooCommerce, JetEngine/Crocoblock, HTML, CSS, JavaScript, PHP, and MySQL. Skilled in responsive implementation, dynamic content, performance optimization, Core Web Vitals, basic SEO, hosting, maintenance, and troubleshooting. Works with clients and multidisciplinary teams to turn requirements into stable, conversion-focused websites.

TECHNICAL SKILLS

CMS & e-commerce: WordPress, Elementor Pro, WooCommerce, JetEngine, Crocoblock, and JetSmartFilters

Development: HTML5, CSS3, JavaScript, PHP, MySQL, custom CSS, and theme/plugin customization

Website building: Landing pages, Theme Builder, responsive design, dynamic content, custom post types, forms, and filters

Performance & SEO: Core Web Vitals, caching, image optimization, mobile-first implementation, and basic SEO

Operations: Maintenance, troubleshooting, backups, migrations, cPanel, hosting, FTP/SFTP, and browser DevTools

PROFESSIONAL EXPERIENCE

Nonna Agência Digital - Web Developer | 2024 - Present

- Build and maintain WordPress websites, landing pages, and WooCommerce stores for multiple agency clients.
- Translate designs into responsive pages using Elementor Pro, custom CSS, and UI/UX best practices.
- Configure dynamic content, custom post types, filters, and forms with JetEngine/Crocoblock.
- Customize existing themes and plugins with PHP, JavaScript, and CSS when required.
- Improve page speed, caching, image delivery, mobile usability, Core Web Vitals, and basic SEO.
- Diagnose theme/plugin conflicts, layout defects, and hosting issues; perform cross-device and cross-browser QA.

WHAP Soluções Web - Web Developer | 2023 - 2024 (9 months)

- Built and maintained WordPress business websites and online stores.
- Customized themes and plugins and implemented responsive layouts with HTML, CSS, and JavaScript.
- Handled content updates, form configuration, maintenance, and basic SEO and performance optimization.
- Worked directly with clients to gather requirements and resolve technical issues.

EDUCATION

Computer Science (in progress) | Federal Institute of Santa Catarina (IFC) | Expected graduation: 2028

LANGUAGES

Portuguese: native | English: intermediate | Spanish: basic