



ALBERTO ROIG

LEAD WEB DEVELOPER & CREATIVE

ABOUT & CONTACT

Location: Orlando, FL

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Portfolio: albertoroig.com

Languages: English & Spanish

EDUCATION

Seminole State College of Florida - 2009

Web Development

Valencia College - 2007

A.S. Interactive Graphic Design

SKILLS & TOOLS

Team Leadership | Client Management

Creative Direction | Online Marketing

Custom WordPress Development,

Maintenance, and Optimization

Mobile / Responsive Development

PHP | JavaScript | HTML5 | CSS3 | SCSS

NPM | git | Bitbucket Pipelines | WP Engine

WP-CLI | Advanced Custom Fields

Memberpress | Gravity Forms

WooCommerce | Easy Digital Downloads

WP Emerge | Sage | underscores

Adobe Creative Suite | Figma | Canva

As a Lead Web Developer and Creative with 16 years of experience, I have developed a unique blend of technical and creative skills that have helped many brands boost their online presence and customer engagement. I have been leading the digital solutions team at WePropagate, where I have demonstrated my commitment to creating innovative solutions that excel in both functionality and aesthetics. My skills include advanced custom WordPress development, PHP, JavaScript, and proficiency in various programming languages and design tools.

I am passionate about creating immersive online experiences that bring brands closer to their audiences. My strategic approach and creative insights have contributed to the digital success of many high-profile clients, and I am confident that my extensive experience can help your company achieve new heights of online success.

I am eager to use my skills and experience to help drive your company's digital initiatives forward and set new benchmarks for online excellence.

WORK EXPERIENCE

Lead Web Developer at WePropagate

July 2016 - Present

As the Lead Web Developer at WePropagate, I oversee the technical aspects of our projects, ensuring that we implement cutting-edge technologies and adhere to industry best practices. I innovate and implement strategies to enhance our technical capabilities, keeping us ahead of industry trends. I cultivate strong relationships with partners and lead a team of creatives and developers, fostering a collaborative environment that encourages innovation and excellence in design and development. I work closely with our partners and team members to ensure we deliver high-quality work that meets our client's needs.

Front-End Developer at &Barr

November 2012 - June 2015

Developed campaigns and custom WordPress websites for clients, including Nemours Children's Health System, Moffitt Cancer Center, Empath Health, ABC Fine Wine & Spirits, Experience Kissimmee, and others.

WordPress Developer at Moving Interactive

May 2012 - October 2012

Collaborated in developing the Reader's Digest online humor section, which featured a bespoke jokes and cartoons voting system that significantly improved user engagement and overall website interaction.

Web Designer & Developer at Web Solutions of America

September 2007 - May 2012

Designed and developed custom WordPress websites for various clients, including Rosen Shingle Creek, Rosen Centre, Rosen Plaza, and Brad Brewer Golf Academy. Additionally, I spearheaded the design and development of all email campaigns for the Rosen Hotels brand and managed all its websites, including properties, restaurants, spas, and golf.